

J S Briggs 31aug01  
c Lawyers Co-op Co

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XV.

NEW YORK, MAY 6, 1896.

No. 6.

A VERY LARGE

Very



## and a Special Rate for Cash in Advance

If a paper has a larger circulation than any other in the town, city, county, Congressional district or State, or section of country, or larger than any other paper *of its class*, it will pay the publisher to keep the interesting fact constantly before the eyes of advertisers. He can print the statement in PRINTERS' INK once a week for a year, 52 times in all, for twenty-six dollars a line, or once a month for a whole year for six dollars a line. If he will send a check in advance in full settlement the price will for the present be reduced to \$20 a line for every issue or \$5 a line for once a month. The order will also entitle the publisher to a year's subscription to PRINTERS' INK, the paper to be sent to any address he chooses to furnish. All orders should be addressed (with check) to

PRINTERS' INK,

10 Spruce Street, New York.

If a paper is in no way superior to the common run of papers all around, then it will not pay to advertise it in PRINTERS' INK.



One Order, One Electro  
❁ ❁ Does the Business

134 LEONARD ST., NEW YORK CITY

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 23, 1893.

Vol. XV.

NEW YORK, MAY 6, 1896.

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## NEWSPAPER WRITERS IN BUSINESS LIFE.

By George J. Manson.

It is surprising how many editors, reporters and newspaper writers generally have, of late years, become connected with some form of the advertising business. When the "business end" of the great modern daily newspaper began to grow in importance the services of men who had occupied editorial positions were found to be exceptionally valuable in the executive department. Such men were not only unusually intelligent but were found to possess good business ability. For instance, until very lately George F. Spinney, formerly managing editor of the *New York Times*, and for years before a newspaper reporter and writer, was the business manager of that journal. Herbert G. Gunnison, once a reporter on the *Brooklyn Eagle*, is now in charge of the excellent Information and Outing Bureau connected with the same paper. Mr. Bloomingburg, once city editor of the *New York Evening Telegram*, was at one time manager of the circulation department of the *New York Herald*. Harrison Grey Fiske, once a dramatic critic, became the owner and editor of the *Dramatic Mirror*. Don C. Seitz, once city editor of the Brooklyn edition of the *World*, is now the advertising manager of the *New York World*. T. J. Dyson, for many years a well known reporter on the *Brooklyn Eagle*, afterwards on the *Brooklyn Union*, was, at one time, the business manager of the *Brooklyn Citizen*, and is now carrying on a large printing business in Brooklyn. Albert H. Angell, formerly managing editor of the *Brooklyn Union*, is the advertising manager for F. Loeser & Co., the large Brooklyn dry goods firm, and has had special charge of the advertising for important business enterprises in that city. John Irving Romer, formerly the editor of *PRINTERS' INK*, is now

connected with the advertising department of the Royal Baking Powder Co.; H. A. La Fetra, the head of the same department, was once a reporter on the *Brooklyn (E. D.) Times* and its Albany correspondent, and was afterwards honored with the position of Secretary of the Brooklyn Board of Health. L. H. Stoddard, who now has charge of the advertising and printing for the Wagner Palace Car Co., was once a reporter on the *Brooklyn Union*.

Among newspaper writers who left their profession for business life these names occur to me: William C. Hudson, once city editor of the *Brooklyn Eagle*, afterwards secretary of the N. Y. State Railroad Commission; he has since been a successful writer of novels and plays. J. H. Morrow, once a well-known Brooklyn reporter, is now in the insurance business in Oakland, Cal. Charles H. Farrell, for many years city editor of the N. Y. *Herald*, now one of the clerks of the City Court, Brooklyn. George Rowe, formerly on the *Brooklyn (E. D.) Times*, now deputy controller in the same city. John E. Smith, for years a reporter on the *Brooklyn Eagle*, afterwards on the *Union*, now secretary of the Brooklyn Park Department. Samuel E. Turner, a writer of verse and sketches for the *Spirit of the Times* and other journals, is now managing sales of American horses in London, England.

Men leave the reportorial and editorial work of journalism because the work is exceptionally irksome, is rarely liberally paid for, and because there is little chance for advancement. While many young and even middle-aged men enjoy the excitement and Bohemian spirit that attaches itself more or less to such an existence, they tire of it when they grow older. John Brisben Walker, the enterprising proprietor of the *Cosmopolitan* (who was a newspaper

Washington correspondent), said to me that an ideal daily newspaper should have exceptionally bright men for reporters who should earn not less than \$100 a week. Under such pleasing pecuniary conditions a man of ability might be willing to spend his life in reporting, which, in most journals, has ceased to be a matter of any literary consequence.

The relations between theaters and newspapers in regard to advertising and the giving of "passes" by theatrical managers, are interesting.

Mr. Harrison Grey Fiske, editor of the *Dramatic Mirror*, the leading journal of its kind, gave me some interesting particulars in regard to the press and the theater tickets. It seems that in New York City theatrical managers give fewer tickets to the newspapers than in any other city or town in the country. In nearly all small towns throughout the country, in addition to this number of tickets, from 25 to 50 tickets are given to each journal, so that about every man connected with the newspaper has a ticket. Newspapers, outside of New York, base the notices they give of coming theatrical attractions upon a commercial basis and do not present such information, as the New York newspapers are glad to do, as news.

Some people think that critics and dramatic writers can be bribed or induced, in one way or another, to praise poor plays. I am assured, on excellent authority, that while such a custom might have prevailed, to a certain extent, some years ago, it no longer exists. The only evil thing in regard to this subject is, that on one or two of the recently established journals in New York, the dramatic critic, in lieu of a salary, is allowed a commission on the theatrical advertising he secures. Men who accept a position on a newspaper under such conditions are not, naturally, men of the highest character. They are open to the suspicion of gauging the amount of quality of the attention they pay to dramatic attractions by the amount of attention the theaters pay them in their solicitations for advertising. But this condition of things is found on only one or two newspapers that are not very highly esteemed by the public, and with managers who are little thought of in the dramatic profession.

Dramatic critics are occasionally employed, to a certain extent, in doing

press work for certain theaters. It would seem natural that their notices of productions at such theaters would be somewhat tinged with favoritism.

In New York City two tickets only are sent to each newspaper on the first night of a performance, the press list covering from 60 to 70 seats. At other times managers favor quite freely the requests of critics and editors for seats, but the newspaper people think this courtesy is amply returned in the news announcements and items they constantly publish during the week about plays and players. Mr. Fiske, who is not only an editor of ability, but a publisher of good business tact, will not allow any of his employees to ask a manager for a free seat. All such applications are made to the theaters, through him, by mail, thus preventing fraudulent applications by persons who might claim to be connected with his journal, and serving to regulate the number of such requests within reasonable limits.

A newspaper editor, talking to me about the power of the business manager, said that that enterprising gentleman once came to him and requested a certain number of theater tickets for a prominent business man. "But why should I give him theater tickets?" quoth the editor. "I do not know the man, never spoke to him in my life." The manager responded: "He is one of the largest advertisers in our paper. He has said to me he would like to get the tickets, and we must give them to him." The editor complied with the request as a matter of courtesy, distinctly stating that it should not establish a precedent. Every theater man will tell you that the joy experienced by a layman in obtaining a "pass" grows, and grows enormously, by what it feeds on. There is a well diagnosed disease, recognized in dramatic circles as "the free-pass mania," quite as startling and demoralizing in its effects (at least to the theatrical manager, who is carrying on his business for money and not for fun) as *mania-a-potu*. As the editor referred to refused to comply with subsequent demands for tickets from the same source, it is an actual fact that the business manager went to the theater from time to time and purchased tickets for the advertiser, whom he did not dare to offend, allowing the recipient to suppose the office was showing the courtesy of granting free



passes. The editor, in refusing the request, said that he did not propose to demoralize the tone of the paper in that way.

The number of newspaper writers who have left journalism to become connected, in some way, with the business management of theaters is very large. I only give such names as occur to me.

"Tody" Hamilton for years has been the press agent of the Barnum & Bailey Circus. Julian Magnus, once connected with the dramatic department of the New York *Tribune*, and a writer for the magazines, is now one of the business managers for A. M. Palmer. Daniel and Charles Frohman, the well-known theatrical managers, were formerly connected with the New York *Tribune*. Samuel Kingston, manager of Thomas Keene, was once connected with the Chicago *Mail*. Arthur F. Clark and Kirk L. Schelle, managers of the "Wizard of the Nile," were both newspaper men, the former having been connected with the Chicago *Post*, and the latter on the Chicago *Mail*.

Charles Dillingham, the Frohmans' principal advance agent, was recently dramatic editor of the New York *Evening Sun*. Another of the Frohmans' managers, Francis O'Neill, was formerly managing editor of the Washington (D. C.) *News*. R. N. Stevens, an old newspaper writer and dramatic author, is also in the service of the Frohmans.

Augustin Daly was once the dramatic critic of the old *Evening Express*. A. M. Palmer, was the librarian of the Mercantile Library, New York. Clarence Fleming, manager of John Hare, has been a newspaper contributor. Harry Fulton, advance agent of the Lillian Russell Opera Company, was the editor of the Chicago *Sunday Times*. Max Imshen, who has been advance agent for Joseph Haworth and Thomas L. Seabrooke, was a political writer on the New York *Herald* and has returned to journalism.

F. E. McKay, formerly connected with the *Dramatic Mirror*, also the New York *World*, etc., now carries on a novel method of theatrical advertising. On a small printed sheet about 12x12 inches, and four columns wide, called *Theatrical Tidings*, he prints interesting items about various dramatic attractions, the managers of which pay him a stated sum per week for his

services. This little paper is mailed weekly to dramatic editors throughout the country. The editors clip from it and publish such items as they see fit, sending their journals to Mr. McKay, who cuts out the items and forwards them, from time to time, to the managers interested. In addition, Mr. McKay furnishes type-written items, personal gossip, etc., about actors and dramatic attractions to the various New York newspapers.

It is said that a newspaper man makes a good theatrical "advance agent," his business being to go before the show, see that the lithographs, handbills and posters are properly distributed and placed; to have inserted some notices and pictures in the news columns of the newspapers about the great coming attraction; and to try and arrange with the manager of the theater for some extra advertising and induce him to bear half the expense. In former times the advance agent also made arrangements with railroads in regard to the transportation of the company but, now that the large railroads have combined, there is very little of this work to be done. An advance agent will receive between \$40 and \$100 a week and his transportation expenses. Few men receive between \$70 and \$100 a week. Very often the manager of the theatrical company is his own advance agent; Julian Magnus and Frank L. Perley are two prominent managers who go ahead of their respective companies. The work is extremely important, requiring enterprise and sound judgment, for, in a theatrical undertaking, "a good start" is even of more value than in any other business enterprise.

#### SIMPLICITY IN TYPE.

It is beginning to be borne in upon the best printers that prodigality in the use of type does not mean effective or artistic printing, but that simplicity has its strength, and never falls upon the taste. The ruling ambition of many printers has been to cover the paper space available with type display, balancing and adjusting as well as possible, but denying to blank spaces of paper the privilege of enacting the important part they are capable of. Now it is recognized that effective display must include proportion of white space and type, and that each line of type must bear a certain relation to every other line in size and in character as well. This recognition of the force of the simpler elements of display composition is hopeful, for it tends to strongly emphasize the motif of the work without unduly drawing attention to the type itself—to the mechanics of the idea expressed.—*Newspaper-dom*.

## A STUDY OF ENGLISH ADS.

By John Chester.

A critical glance through the popular English weeklies and magazines,



discloses many curious facts regarding British advertising at the present day. There can be no doubt as to its improvement during the last ten years, both as regards quality and quantity, and while many American firms are represented and perhaps may be given the credit for much of the change among conservative English advertisers, there are still some very good productions which are distinctly British in character and design, and they are well worthy of attention on this side of the Atlantic.

The matter in the "hand" ad can be changed without interfering with the general design, as the cut is plainly mortised for type. A great feature in modern English advertising, especially in the weeklies, is what is known over there as "bespoke tailoring" as dis-

BESPOKE  
TAILORINGAT  
READY-MADE PRICES.

**BUY DIRECT** from the  
Manufacturer,  
saving all middle  
profits.

## MEN'S SUITS

To Measure

18/6

Better Quality, 22/6, 24/6,  
26/6, 27/6, 28/6, 29/6

## OVERCOATS

15/- TO 63/-

Every garment cut to measure.  
Value guaranteed.

Fit guaranteed.

BOYS' SUITS and  
OVERCOATS

From 3/6 to 45/-

Please for sending and with  
aligns. Write for Patterns.Illustrations to choose from.  
Full Price on application.

FACTORY CLOTHING CO.

BESPOKE TAILORS

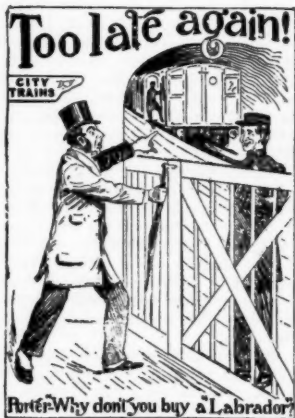
117N, Aldon St., Leeds



tinguished from ready-made clothing.  
Such advertisements as the "bespoke"

ad are at present quite numerous in most of the English weeklies, and another branch of the same line of business is the making of ladies' suits, guides for self-measurement being sent by mail on application. This is a business that would never be popular in this country. "Custom tailoring by mail" would not suit a race of people so fastidious about the fit of their clothes as Americans invariably are, but it is evident, from the large number of such advertisements in high-priced mediums, that "bespoke tailoring by mail" is a good paying line in Great Britain.

This advertisement of the Labrador Watch would be better if the cut was good or the idea original—which they are not.



One thing that is particularly noticeable about the ads in English periodicals—those that are changed the oftenest are those inserted by American firms or their English representatives.

## A ROTATION OF SWINDLERS.

It has been said that the American people like to be humbugged. It is very noticeable, however, that a man is seldom swindled twice by the same fakir, and we conclude that if the people do like it they also favor a rotation of swindlers. But this system of rotation is not desirable to merchants who are in business to stay, consequently it behooves them to appeal to the people's intelligence instead of practicing on their credulity.—Profitable Advertising.

## WITHOUT DOUBT.

Visitor—What class of people are the best patrons of poetry in this country?

Native—The soap manufacturers.



After having exhausted all  
other means for disposing  
of your goods—if they be  
high class, advertise in

# The Sun

Satisfactory results will  
necessarily follow. ❀ ❀

Address THE SUN, New York.



## THE PRESS IN RUSSIA.

Journalism in Russia labors under restrictions that would make the newspaper business altogether impossible in this country. The Russians have two kinds of journals—the official and non-official. The non-official journals have the most unhappy existence, because they are subjected to a rigid censorship, and the publishers and editors are likely to receive very severe penalties for slight deviations from what the authorities may deem the proper course. The will of the censor is perhaps the only real standard which the unfortunate editor has to guide him. Whenever an article which appears is objectionable to any one in high position the editor is warned, and after three such warnings the paper is suppressed for six months the first time, and if it offends again it is absolutely prohibited and abolished. The warnings always stand, no matter what the interval between them may have been.

It is said that all the non-official papers in Russia have had two warnings, and should any one of them receive a third it is likely to be immediately suppressed. After a third warning the paper is sometimes allowed to appear after an interval of six months, but under a censor, which means that the journal, before it is distributed, must be submitted to and approved by the censor, who erases all articles that he does not like, which process, of course, makes it impossible for a paper to appear at the same time as its contemporaries.

The censor is not the court of highest appeal, however. When he allows an article to pass it frequently happens that some one in high circles objects to it, and then the censor is punished and the paper also, but in a curious fashion. The censor is sent to some other town, sometimes three hundred miles distant, and the paper must be forwarded to him for approval before it can be distributed. We scarcely see the object of this absurd practice, for such a course would mean ruin to any paper, and it could as well be suppressed at once. It is no trouble for the authorities in the larger towns of Russia to get rid of obnoxious writers. The government can expel from the town any one whom it does not like, and if the editor displeases it he can be sent away without a hearing and without a trial.

There are many methods of annoying a newspaper employed by the Russian government, and when it has decided to suppress and persecute a journal, as a rule no reason is given for the action. Very frequently the insertion of advertisements for a period of six months is prohibited. This is rare, but it happened twice last year. Frequently the discussion of certain topics is forbidden, and Saltikoff, the great satirist, has observed that non-official newspapers "must use the language of slaves."

The Russian papers are allowed to discuss foreign news and foreign matters with some degree of freedom, but are allowed scarcely any freedom in the treatment of internal politics, which are matters of great local interest to the Russians themselves. When the editor has his paper suppressed his career in journalism is generally closed, for his name is put on a sort of official blacklist and he is very closely watched.

An English correspondent, who was at Livadia during the illness of the Czar, says he was well treated by the high court officials, but it was almost impossible to obtain correct information of any sort, and even when the correspondent happened to get a bit of important news he was not allowed to

telegraph it. No telegram, not even a private message, was allowed to be sent without the sanction of the court minister, and then was received at the telegraph office and sent by him or his secretary. The official papers in Russia are part of the instruments of government and have no value as newspapers.—*Cincinnati Tribune*.

## ILLUSTRATIONS IN ADVERTISEMENTS.

When the history of advertising is written the present will be known as the "picture period." The use of cuts to embellish business announcements is a distinct mark of progress; it indicates a wider knowledge of human nature. The popularity of illustrations is, however, carrying many an otherwise prudent investor in advertising space beyond the profit line. The danger is present in several forms. Perhaps the most prominent is that of too great reliance being placed upon the illustration. The cut provokes curiosity, may create general interest, but it is the type that, in straight, simple, terse terms, must convince the reader that self-interest will be promoted by purchasing that particular article. Be careful, therefore, of the size of the cut used, and its exact value as an assistant salesman. This is the error most common among otherwise shrewd business men and intelligent advertisers. Another error is the use of illustrations solely for the style of the thing, regardless of any consideration of special connection existing between the cut and the text of the advertisement. Many concerns are furnishing cuts at nominal cost representing about everything on land, in the sea or air. Most of these find purchasers, which in each instance means an investment of decidedly doubtful value. Many have a positive effect contrary to that expected from them. No illustration can be appropriate for nearly everything. Even the face of a pretty woman, which comes nearest of all illustrations to being the universal picture in value as well as use, "seen too oft" becomes a "chestnut," and loses its value to those business announcements to which it of right belongs. Let us have a more intelligent use of illustrations; it will reduce the picturesqueness and artistic effect of the advertising pages of our periodicals but little and will save the merchant and manufacturer money. Do not use a cut merely because it is cheap and neat. As a picture it may be all right, but it must be remembered that the average reader is a fairly close observer and quickly detects anything bordering upon the ridiculous. To associate a business with ridicule is not likely to bring trade.—*Western Druggist, Chicago*.

## WELL STATED.

The advertiser should consider his ads as contracts with the public, and as binding upon him as any written and legally sealed contract. Ads shouldn't tell a stronger story about the goods advertised than the goods merit. People take ads at their word, and expect just as good goods as the ads lead them to expect. Nobody likes to be deceived, and everybody wants what he is promised with no nonsense about it. It doesn't pay to say one thing and mean another in any phase of life, and this holds true in advertising. The good ad is the one that is backed by as good goods as the ad says. An advertiser can overestimate and exaggerate his goods just once to each customer, but no more, so that it's merely a matter of mathematics how long ads built on that idea will bring people to the store.—*Minneapolis Journal*.

THE 

# Pacific Northwest

## POPULATION.

PORTLAND (Official), . . . .	81,342
PORTLAND'S SUBURBS, . . . .	17,800
OREGON, Outside Portland (Approx.),	275,000
WASHINGTON, . . . . .	375,000
IDAHO, . . . . .	100,000
WESTERN MONTANA, . . . .	90,000
BRITISH COLUMBIA, . . . .	100,000
Total, . . . . .	1,039,142

## THE Oregonian

Is the only paper of GENERAL CIRCULATION in this entire field. A case without a parallel in the annals of American Journalism. It does ALL the work in its field.

**E. G. JONES,**

IN CHARGE OF ADVERTISING.



**The S. C. Beckwith Special Agency,**  
**SOLE EASTERN AGENTS,**  
**Tribune Building, New York. The "Rookery," Chicago.**



## A Convincing Argument.

“An advertisement in the

# Street Cars

Is unavoidable—it buttonholes you when you have plenty of time to digest its contents. I use the cars extensively and live well—it will be equally as good for you.” . . .

---

Write us for details.

**GEO. KISSAM & CO.,**

Postal Telegraph Building,

New York.

# As to St. Louis and the GREAT SOUTHWEST

A Crucial Test  
in which the

## Post-Dispatch

Comes out  
FIRST Best

On Sunday, March 29, the C. E. HILTS SHOE CO., of St. Louis, published in the Post-Dispatch and other papers an advertisement containing a puzzle, the solvers of which were required to cut out the entire advertisement and puzzle and deliver same signed and sealed to the office of the shoe company mentioned.

### ...The Letter that CAME...

ST. LOUIS, April 8, 1896.

Mr. C. M. SELPH, Advertising Agent, St. Louis Post-Dispatch, City.

Dear Sir—In accordance with our understanding that you were to publish the result of our "Puzzle Contest" (no matter what paper gave the largest returns) which we advertised Sunday, March 29, in the Post-Dispatch, Globe-Democrat, Republic, Star, Westliche Post, we herewith give you result of returns of coupons received of our advertisements clipped from different papers.

Post-Dispatch .....	8,561
Globe-Democrat .....	8,385
Republic .....	5,219
Star .....	1,303
Westliche Post .....	1,098
Total .....	27,496

These totals are for country and city answers combined, but in the city alone the Post-Dispatch led the Globe-Democrat 247 and the Republic 360 answers.

The above returns conclusively show and prove to us the fact that your claim, that the Post-Dispatch is "pre-eminently the people's popular paper of St. Louis, with the largest circulation," is substantiated. In addition to the number of coupons received, we are glad to say that the results produced by the Post-Dispatch are perfectly satisfactory to us and we congratulate you upon being its representative. If you find any merchant who doubts the efficacy and producing powers of an advertisement placed in the paper you have the honor to represent, you are at liberty to refer them to us at any time.

Very truly yours,

By C. E. HILTS, President and Treasurer.

C. E. HILTS SHOE CO.

## The S. C. Beckwith Special Agency,

Sole Agents Foreign Advertising,

CHICAGO.

NEW YORK.

# A POINTER

LINN & CO. SPEAK  
PLAINLY ABOUT THE

## Philadelphia Item.

It Is Read Everywhere. .  
Immense Influence Outside  
of Philadelphia. . . .

PHILA., Feb. 13, 1896.

MANAGER THE ITEM—Our business is supplying male and female agents all over the country with new and fast selling novelties. Our business is one that requires constant advertising, and the more we advertise the more business we do.

We notice in a recent issue of your valuable paper that one of your advertisers received an answer from FAR-AWAY INDIA, and we do not doubt it, as we have received answers from ALL OVER THE UNITED STATES, from our "ads" in THE ITEM. We have frequently paid \$2 a line for an advertisement in a popular weekly or a prominent monthly magazine, and did not receive as many answers as we would from a personal "ad" in THE ITEM.

THIS IS A POINTER FOR GENERAL ADVERTISERS.

We believe THE ITEM reaches more cities and towns outside of Philadelphia than all the other papers in this city combined.

LINN & CO., Novelties, 217 S. 10th St.

### The S. C. Beckwith Special Agency,

Sole Agents Foreign Advertising.

Rookery, Chicago.

Tribune Building, New York.



It  
Reaches  
the  
Masses  
in

1  
C  
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N  
T

Circulation  
Over  
**65,000**  
Copies  
Daily.

and  
Near  
Chi-  
cago.

# The Chicago Dispatch

It Makes  
a Hit,  
and  
Steady  
Hitting  
Is  
Bound  
to  
Win.

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A  
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Y

- Prints
- and
- Distributes

## More Copies

- Than all
- other
- afternoon
- papers of
- Chicago
- combined,
- save one.

ADDRESS

**THE DISPATCH,**

115-117 Fifth-av., Chicago, Ill

EASTERN OFFICE:

517 Temple Court, New York.

# ARE THERE ENOUGH OF THEM TO COUNT ON YOUR . . . . ? FINGERS' ENDS

How many women's papers hold their subscribers year after year? \* \* \*

How many women's papers become more practical and useful year after year? \*

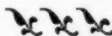
HERE'S ONE!

## WOMANKIND

never was so prosperous; never so helpful; never so practical; never was looked forward to with so much expectancy; never had so many and so well satisfied subscribers; never was capable of doing an advertiser so much good.

Sixty thousand circulation; don't know how many borrowers; the better the paper the more it gets borrowed; for a time at least; then the borrowers subscribe; that's what Woman-kind borrowers are doing; they tell us so.

Thirty cents an agate line; discounts for time or space, and one rate to everybody.



The Hosterman Publishing Company

SPRINGFIELD  
OHIO

150 Nassau Street  
NEW YORK



**IN PRINTER'S INK**

**1/4**  
**Page**  
Space Shown  
Below

**\$ 300**  
Pays for a  
Quarter Page  
advertisement  
in **PRINTERS' INK**  
to appear once  
a month for  
an entire year

**\$ 1200.**  
Pays for a full  
Page

**72 $\frac{1}{4}$ %**

of the population of the United States live in towns of less than 10,000 population and in the rural districts.

**27 $\frac{3}{4}$ %**

live in the 349 towns having a population of 10,000 or over.

These are two illustrations taken from  
our book entitled : : : :

## CENSUS FIGURES FOR ADVERTISERS

The work is replete with interesting facts concerning the population according to the United States census. Any one answering this ad will receive a copy free; all charges prepaid. Send for one.

**Boyce's  
Big  
Weeklies**

**BLADE  
LEDGER  
WORLD**

**500,000**

copies weekly circulate among the 72 $\frac{1}{4}$  per cent class.

**W. D. BOYCE CO.,**

**115 FIFTH AVENUE,**

**Ad Dept.**

**CHICAGO.**

THE A-ONES.

GAININGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR 1896.

DAILY NEWSPAPERS.

In all America no daily paper has credit for so large a circulation as is accorded to the *Chicago, Ill., News*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

MORNING NEWSPAPERS.

In all America no morning newspaper has credit for so large a circulation as is accorded to the *Phila., Pa., Record*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

TRI-WEEKLY NEWSPAPERS.

In all America no other tri-weekly has credit for so large a circulation as is accorded to the *Amerikansko Slovenske Noviny*, published at Pittsburgh, Pa., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

SEMI WEEKLIES.

In all America no other semi-weekly has credit for so large a circulation as is accorded to the *Detroit Free Press*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

SUNDAY NEWSPAPERS.

In all America no Sunday paper has credit for so large a circulation as is accorded to the *Philadelphia Item*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

SEMI-MONTHLIES.

In all America no semi-monthly has credit for one-half so large a circulation as is accorded to the *Springfield, O., Farm and Fireside*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

BI WEEKLIES.

In all America no other bi-weekly has credit for so large a circulation as is accorded to the *Abendblatt*, published at St. Louis, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

MONTHLIES.

In all America but one other monthly has credit for even half so large a circulation as is accorded to *Comfort*, published at Augusta, Me., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

POSITIVELY THE GREATEST.

In all America no other publication of any sort has credit for so large a circulation as is accorded to *Comfort*, a monthly, issued at Augusta, Me., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

BI-MONTHLIES.

In all America no other bi-monthly has credit for so large a circulation as is accorded to *Christianity in Earnest*, published at Philadelphia, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

RELIGIOUS PAPERS.

In all America no other religious paper has credit for so large a circulation as is accorded to the *Christian Herald and Signs of Our Times*, published at New York, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

METHODIST-EPISCOPAL, SOUTH.

In all America no monthly religious paper issued in the interests of the Methodist Episcopal Church, South, has credit for so large a circulation as is accorded to the *Sunday School Magazine*, published at Nashville, Tenn.

UNDENOMINATIONAL, SUNDAY.

In all America no religious paper printed in German in the interests of undenominationalism has credit for so large a circulation as is accorded to *Den Friedensbote*, published at St. Louis, Mo.

ROMAN CATHOLIC, SUNDAY.

In all America no Sunday religious paper issued in the interests of the Roman Catholic Church has credit for so large a circulation as is accorded to the *Catholic News*, published at New York.

DISCIPLES OF CHRIST, QUARTERLY OR MONTHLY.

In all America no religious monthly or quarterly issued in the interests of the Disciples of Christ has credit for so large a circulation as is accorded to the *Bible Student*, published at St. Louis.

METHODIST-EPISCOPAL, MONTHLY.

In all America no monthly religious newspaper or magazine issued in the interests of the Methodist-Episcopal denomination has credit for so large a circulation as is accorded to the *Sunday School Journal*, published at New York.

SPIRITUALIST.

In all America no religious paper issued in the interests of spiritualism has credit for so large a circulation as is accorded to the *Banner of Light*, published at Boston.

KING'S DAUGHTERS.

In all America no religious paper or magazine issued in the interests of the Society of King's Daughters has credit for so large a circulation as is accorded to the *Silver Cross*, published at New York City.

YOUNG MEN'S CHRISTIAN ASSOCIATION.

In all America no religious paper issued in the interests of the Young Men's Christian Association has credit for so large a circulation as is accorded to the *Young Men's Era*, published at Chicago, Ill.

CUMBERLAND PRESBYTERIAN.

In all America no religious paper published in the interest of the Cumberland Presbyterian denomination has credit for so large a circulation as is accorded to the *Cumberland Presbyterian*, published at Nashville.

UNITED BRETHREN.

In all America no religious paper issued in the interests of the United Brethren denomination has credit for so large a circulation as is accorded to the *Religious Telescope*, published at Dayton, O.

METHODIST-EPISCOPAL, GERMAN.

In all America no weekly religious paper in German, issued in the interests of the Methodist-Episcopal denomination, has credit for so large a circulation as is accorded to *Der Christliche Apologete*, published at Cincinnati.

DISCIPLES.

In all America no religious paper issued in the interests of the denomination of Disciples has credit for so large a circulation as is accorded to the *Christian Standard*, published at Cincinnati.

## METHODIST-EPISCOPAL, SOUTH.

In all America no religious paper issued in the interests of the Methodist-Episcopal Church South has credit for so large a circulation as is accorded to the *Christian Advocate*, published at Nashville, Tenn.

## ROMAN CATHOLIC, GERMAN.

In all America no religious paper issued in German in the interests of the Roman Catholic Church has credit for so large a circulation as is accorded to the *Katholisches Volksblatt*, published at New York City.

## PROTESTANT-EPISCOPAL, WEEKLY.

In all America no weekly religious paper issued in the interests of the Protestant-Episcopal Church has credit for so large a circulation as is accorded to *The Churchman*, published at New York City.

## CHRISTIANS.

In all America no religious paper issued in the interests of the Christian denomination has credit for so large a circulation as is accorded to *Our Young Folks*, published at St. Louis.

## NON-SECTARIAN.

In all America no religious paper or magazine issued in the interests of non-sectarianism has credit for so large a circulation as is accorded to the *Sabbath Reading*, published at New York City.

## DISCIPLES OF CHRIST.

In all America no religious paper issued in the interests of the Disciples of Christ has credit for so large a circulation as is accorded to the *Christian Evangelist*, published at St. Louis.

## CONGREGATIONAL.

In all America no religious paper or magazine issued in the interests of the Congregational denomination has credit for so large a circulation as is accorded to the *Missionary Herald*, published at Boston.

## FRIENDS.

In all America no religious magazine or paper issued in the interests of the Society of Friends has credit for so large a circulation as is accorded to the *Friends' Bible School Quarterly*, published at Chicago.

## PRESBYTERIAN, WEEKLY.

In all America no religious weekly paper issued in the interests of the Presbyterian denomination has credit for so large a circulation as is accorded to the *Interior*, published at Chicago, Ill.

## ROMAN CATHOLIC, WEEKLY.

In all America no weekly religious paper issued in the interests of the Roman Catholic Church has credit for so large a circulation as is accorded to the *Sacred Heart Review*, published at Boston.

## METHODIST-EPISCOPAL.

In all America no religious paper issued in the interests of the Methodist-Episcopal denomination has credit for so large a circulation as is accorded to the *Epicurean Herald*, published at Chicago.

## BAPTIST, WEEKLY.

In all America no weekly religious paper issued in the interests of the Baptist denomination has credit for so large a circulation as is accorded to the *Texas Baptist Standard*, published at Waco, Texas, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## UNDENOMINATIONAL.

In all America no religious paper issued in the interests of Evangelical teaching has credit for so large a circulation as is accorded to the *Christian Herald and Signs of Our Times*, published at New York City, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## PRESBYTERIAN.

In all America no religious paper or magazine issued in the interests of the Presbyterian denomination has credit for so large a circulation as is accorded to the *Westminster*

*Teaser*, published at Philadelphia, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## BAPTIST.

In all America no religious paper or magazine issued in the interests of the Baptist Church has credit for so large a circulation as is accorded to the *Baptist Teacher*, published at Philadelphia, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## ROMAN CATHOLIC.

In all America no religious paper or magazine issued in the interests of the Roman Catholic Church has credit for so large a circulation as is accorded to *Dunahoo's Magazine*, published at Boston, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## LUTHERAN.

In all America no religious paper or magazine issued in the interests of the Lutheran denomination has credit for so large a circulation as is accorded to the *Young Lutheran*, published at Greenville, Pa., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## LUTHERAN, WEEKLY.

In all America no weekly religious paper issued in the interests of the Lutheran denomination has credit for so large a circulation as is accorded to *Die Rundschau*, published at Chicago, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## UNITED PRESBYTERIAN.

In all America no religious paper issued in the interests of the United Presbyterian denomination has credit for so large a circulation as is accorded to the *Christian Union Herald*, published at Pittsburg, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## PROTESTANT-EPISCOPAL.

In all America no religious paper or magazine issued in the interests of the Protestant-Episcopal Church has credit for so large a circulation as is accorded to *St. Andrew's Cross*, published at New York City, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## CONGREGATIONAL, WEEKLY.

In all America no weekly religious paper issued in the interests of the Congregational denomination has credit for so large a circulation as is accorded to the *Advocate*, published at Chicago, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

## SEVENTH DAY ADVENTISTS.

In all America no religious paper issued in the interests of the Seventh Day Adventists has credit for so large a circulation as is accorded to the *Signs of the Times*, published at Oakland, Cal., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

**LUTHERAN, SWEDISH.**

In all America no religious paper issued in the Swedish language in the interests of the Lutheran denomination has credit for so large a circulation as is accorded to the *Augustana*, published at Rock Island, Ill., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

**HOLINESS.**

In all America no religious paper issued in the interests of the Holiness denomination has credit for so large a circulation as is accorded to the *Christian Witness and Advocate of Bible Holiness*, published at Boston, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

**CHURCH OF CHRIST.**

In all America no religious paper issued in the interests of the Church of Christ has credit for so large a circulation as is accorded to the *Firm Foundation*, published at Austin, Tex., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

**MORMON CHURCH.**

In all America no religious paper issued in the interests of the Mormon Church has credit for so large a circulation as is accorded to the *Juvenile Instructor*, published at Salt Lake City, Utah, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

**ADVENT CHRISTIANS.**

In all America no religious paper issued in the interests of the Advent Christian denomination has credit for so large a circulation as is accorded to the *World's Crisis and Second Advent Messenger*, published at Boston, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

**REFORMED CHURCH.**

In all America no religious paper issued in the interests of the Reformed Church denomination has credit for so large a circulation as is accorded to the *Reformed Church Messenger*, published at Philadelphia, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

**JEWISH.**

In all America no religious paper issued in the interests of the Jewish Church has credit for so large a circulation as is accorded to the *American Israelite*, published at Cincinnati, O., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

**FRIENDS, WEEKLY.**

In all America no religious weekly paper issued in the interests of the Society of Friends has credit for so large a circulation as is accorded to the *American Friend*, published at Philadelphia, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

**LATTER DAY SAINTS.**

In all America no religious monthly issued in the interests of the Latter Day Saints has credit for so large a circulation as is accorded to the *Contributor*, published at Salt Lake

City, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

**UNIVERSALIST.**

In all America no religious paper issued in the interests of the Universalist denomination has credit for so large a circulation as is accorded to the *Christian Leader*, published at Boston, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

**CHRISTIAN, MONTHLY.**

In all America no monthly paper or magazine issued in the interests of the Christian denomination has credit for so large a circulation as is accorded to the *Missionary Intelligencer*, published at Cincinnati, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

**UNDENOMINATIONAL, MONTHLY.**

In all America no monthly religious paper or magazine issued in the interests of undenominationalism has credit for so large a circulation as is accorded to the *American Messenger*, published at New York City, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

**LUTHERAN, QUARTERLY.**

In all America no quarterly religious magazine or paper issued in the interests of the Lutheran denomination has credit for so large a circulation as is accorded to the *Sunday School Quarterly*, published at York, Pa., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

**ROMAN CATHOLIC, SEMI-MONTHLY.**

In all America no religious paper issued semi-monthly in the interests of the Roman Catholic Church has credit for so large a circulation as is accorded to the *Young Catholic Messenger*, published at Dayton, O., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

**Y. M. C. A. JOURNALS.**

In all America no other paper devoted to Young Men's Christian Association has credit for (even half) so large a circulation as is accorded to the *Young Men's Era*, published weekly at Chicago.

**CHRISTIAN ENDEAVOR.**

In all America no other paper devoted to Young People's Society of Christian Endeavor has credit for even half so large a circulation as is accorded to the *Golden Rule*, a weekly, published at Boston, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

**FREE THOUGHT.**

In all America no other Free Thought publication has credit for so large a circulation as is accorded to the *Freethought Magazine*, published monthly at Chicago, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

**JEWISH JOURNALS.**

In all America no other Jewish publication has credit for even half so large a circulation as is accorded to the *American Israelite*, published weekly at Cincinnati, and the publish-



ers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### AGRICULTURE.

In all America no other agricultural paper has credit for so large a circulation as is accorded to the *Farm and Fireside*, published semi-monthly at Springfield, O., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### THE DAIRY.

In all America no other paper devoted to dairying has credit for so large a circulation as is accorded to the *Board's Dairyman*, published weekly at Fort Atkinson, Wis., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### LIVE STOCK JOURNALS.

In all America no other paper devoted to live stock has credit for so large a circulation as is accorded to *Markets*, a weekly, published at Chicago, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### BEE CULTURE.

In all America no other paper devoted to bee culture has credit for so large a circulation as is accorded to *Gleanings in Bee Culture*, published semi-monthly at Medina, O., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### POULTRY.

In all America no other paper devoted to poultry has credit for so large a circulation as is accorded to the *Farm Poultry*, published semi-monthly, at Boston, Mass., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### FLORICULTURE.

In all America no other paper devoted to floriculture has credit for even half so large a circulation as is accorded to *Park's Floral Magazine*, a monthly, at Libonia, Pa., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### HORTICULTURE.

In all America no other paper devoted to horticulture has credit for so large a circulation as is accorded to *Green's Fruit Grower*, published monthly at Rochester, N. Y., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### IRRIGATION.

In all America no other publication devoted to irrigation has credit for so large a circulation as is accorded to the *Arid America*, published monthly at Denver.

#### MEDICAL.

In all America no other medical and surgical publication has credit for so large a circulation as is accorded to the *Medical Brief*, a monthly, published at St. Louis, Mo., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### DENTISTRY.

In all America no other dental publication has credit for even half so large a circulation as is accorded to the *Illness of Interest*, a monthly, at Philadelphia, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### HYGIENE.

In all America no other paper devoted to hygiene has credit for so large a circulation as is accorded to the *Healthy Home*, published monthly at Athol, Mass., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### SANITATION.

In all America no other paper devoted to sanitation has credit for so large a circulation as is accorded to the *Sanitary Era*, a monthly, published at New York, N. Y.

#### EDUCATIONAL PERIODICALS.

In all America no other educational publication has credit for so large a circulation as is accorded to the *American School Board Journal*, a monthly, at Milwaukee, Wis., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### PENMANSHIP.

In all America no other paper devoted to penmanship has credit for so large a circulation as is accorded to the *Western Penman*, published monthly at Cedar Rapids, Iowa, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### SHORTHAND.

In all America no other phonographic publication has credit for so large a circulation as is accorded to the *Phonographic Magazine*, published semi-monthly at Cincinnati, Ohio.

#### EDUCATIONAL INSTITUTIONS.

In all America no other paper devoted to educational institutions has credit for even half so large a circulation as is accorded to the *Kings College Record*, a monthly, published at Windsor, N. S.

#### DEAF, DUMB AND BLIND.

In all America no other paper devoted to deaf, dumb and blind has credit for so large a circulation as is accorded to the *Deaf Mute's Journal*, published weekly at New York, N. Y., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### JUVENILE PUBLICATIONS.

In all America no paper devoted to children and young people has credit for so large a circulation as is accorded to the *Youth's Companion*, a weekly, published at Boston, Mass.

#### SCIENTIFIC PERIODICALS.

In all America no scientific publication has credit for so large a circulation as is accorded to *Word and Works*, a monthly, published at St. Louis, Mo., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### ORNITHOLOGY.

In all America no other publication devoted to oology and ornithology has credit for so large a circulation as is accorded to the *Oologist*, published monthly at Albion, N. Y., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.



LAW.

In all America no law publication has credit for so large a circulation as is accorded to the *National Reporter System*, published weekly at St. Paul, Minn., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

INSURANCE.

In all America no insurance publication has credit for so large a circulation as is accorded to the *Insurance Economist*, published monthly at New York, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

REAL ESTATE.

In all America no publication devoted to real estate and immigration has credit for even half so large a circulation as is accorded to *Der Auswanderer und Deutsche in Amerika*, published monthly at New York.

BUILDING LOAN ASSOCIATIONS.

In all America no publication devoted to building loan associations has credit for even half so large a circulation as is accorded to the *Financial Review and American Building Association News*, published monthly at Cincinnati, O.

HISTORY AND BIOGRAPHY.

In all America no publication devoted to history and biography has credit for so large a circulation as is accorded to *Current History*, published quarterly at Buffalo, N. Y., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

NUMISMATICS.

In all America no other publication devoted to numismatics, philately and antiques has credit for even one-quarter as large a circulation as is accorded to the *Mickel's Stamp News*, published weekly, at St. Louis, Mo., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

SPORTS.

In all America no other sporting paper has credit for so large a circulation as is accorded to the *National Police Gazette*, published weekly at New York.

CYCLING JOURNALS.

In all America no other paper devoted to bicycling has credit for so large a circulation as is accorded to the *Bicycling World*, published weekly at Boston, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

SOCIAL GAMES.

In all America no other paper devoted to social games has credit for so large a circulation as is accorded to the *Whist*, published monthly at Milwaukee, Wis.

DANCING.

In all America no other paper devoted to dancing has credit for so large a circulation as is accorded to the *Ball Room*, published semi-monthly at Kansas City, Kansas, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

FASHIONS.

In all America no other paper devoted to fashions has credit for so large a circulation as is accorded to the *Defiance*, published monthly at New York.

THE HOUSEHOLD.

In all America no other household publication has credit for so large a circulation as is accorded to the *Ladies' Home Journal*, published monthly at Philadelphia, and the pub-

lishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

MATRIMONIAL.

In all America no other matrimonial publication has credit for even a third as large a circulation as is accorded to the *Clinax*, published monthly at Chicago, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

GRAND ARMY.

In all America no other paper devoted to the Grand Army of the Republic has credit for even one-twelfth as large a circulation as is accorded to the *National Tribune*, published weekly at Washington, D. C., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

THE DRAMA.

In all America no other dramatic paper has credit for so large a circulation as is accorded to the *Dramatic Mirror*, published weekly at New York.

AMERICAN MECHANICS.

In all America no other paper devoted to American Mechanics has credit for so large a circulation as is accorded to the *American Mechanics' Advocate*, published monthly at Philadelphia, Pa., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

UNITED WORKMEN.

In all America no other paper devoted to Ancient Order of United Workmen has credit for so large a circulation as is accorded to the *Kansas Workman*, published monthly at Minneapolis, Kansas, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

KNIGHTS OF LABOR.

In all America no other paper devoted to the Knights of Labor has credit for so large a circulation as is accorded to the *Journal of the Knights of Labor*, published weekly at Philadelphia, Pa.

LABOR.

In all America no other labor paper has credit for so large a circulation as is accorded to the *Eight Hour Herald*, published weekly at Chicago, Ill., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

ORDER OF FORESTERS.

In all America no other paper devoted to Ancient Order of Foresters has credit for so large a circulation as is accorded to the *Ancient Forester*, published monthly at Brantford, Ont.

ORDER OF RED MEN.

In all America no other paper devoted to Improved Order of Red Men has credit for so large a circulation as is accorded to the *Wampum Belt*, published semi-monthly at Marblehead, Mass.

KNIGHTS OF HONOR.

In all America no other paper devoted to the Knights of Honor has credit for so large a circulation as is accorded to the *Knights of Honor Reporter*, published monthly at Boston, Mass.

FREEMASONRY.

In all America no other Freemason publication has credit for even half so large a circulation as is accorded to the *Masonic Home Journal*, published semi-monthly at Louisville, Ky., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded

to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### KNIGHTS OF PYTHIAS.

In all America no other paper devoted to the Knights of Pythias has credit for so large a circulation as is accorded to the *Spring of Myrtle*, published monthly at Minneapolis, Kan., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### ODD-FELLOWSHIP.

In all America no other Odd-fellowship publication has credit for so large a circulation as is accorded to the *N. W. Odd-fellow Review*, published monthly at St. Paul, Minn., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### PATRONS OF HUSBANDRY.

In all America no other paper devoted to Patrons of Husbandry has credit for so large a circulation as is accorded to the *Pomona Herald*, published weekly at Providence, R. I.

#### PATRONS OF INDUSTRY.

In all America no other paper devoted to Patrons of Industry has credit for so large a circulation as is accorded to the *Canada Farmers' Sun*, published weekly at Toronto, Ont.

#### COLLEGE FRATERNITIES.

In all America no other paper devoted to college fraternities has credit for so large a circulation as is accorded to the *Scroll of Phi Delta Theta*, published bi-monthly at Columbus, O., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### CHOSEN FRIENDS.

In all America no other paper devoted to the Order of Chosen Friends has credit for so large a circulation as is accorded to the *Seven Links*, published monthly at San Francisco, Cal.

#### COMMUNISM.

In all America no other daily, Sunday or weekly devoted to anarchism, communism and socialism has credit for so large a circulation as is accorded to the *Die Fackel*, published Sundays at Chicago, Ill.

#### ROYAL ARCANUM.

In all America no other paper devoted to Order of the Royal Arcanum has credit for so large a circulation as is accorded to the *Royal Arcanum Guide*, published monthly at Winchester, Mass., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### RAILWAY EMPLOYEES.

In all America no paper devoted to railway employees has credit for so large a circulation as is accorded to the *Locomotive Fireman's Magazine*, published monthly at Peoria, Ill.

#### WOODMEN OF AMERICA.

In all America no paper devoted to Woodmen of America has credit for so large a circulation as is accorded to the *Modern Woodmen*, published monthly at Springfield, Ill.

#### BROTHERHOOD OF ST. ANDREW.

In all America no other paper devoted to Brotherhood of St. Andrew has credit for so large a circulation as is accorded to the *St. Andrew's Cross*, published monthly at New York, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### ORDER OF FORESTERS.

In all America no other paper devoted to Independent Order of Foresters has credit for so large a circulation as is accorded to the *Independent Forester*, published monthly at Chicago, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### PREVENTION OF CRUELTY.

In all America no paper devoted to American Society for the Prevention of Cruelty to Animals has credit for so large a circulation as is accorded to the *Our Animal Friends*, published monthly at New York.

#### LEGION OF HONOR.

In all America no paper devoted to American Legion of Honor has credit for so large a circulation as is accorded to the *American Legion of Honor Journal*, published monthly at Boston, Mass.

#### MACCABEES.

In all America no paper devoted to Knights of Maccabees has credit for so large a circulation as is accorded to the *Indiana Maccabee*, published monthly at Wabash, Ind., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### PROHIBITION.

In all America no paper devoted to prohibition has credit for so large a circulation as is accorded to the *Constitution*, published monthly at New York, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### TEMPERANCE.

In all America no paper devoted to temperance has credit for so large a circulation as is accorded to the *Union Signal*, published weekly at Chicago, Ill.

#### AFRO-AMERICAN.

In all America no paper devoted to Afro-Americans has credit for so large a circulation as is accorded to the *Colored American*, published weekly at Washington, D. C., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### WOMAN'S SUFFRAGE.

In all America no paper devoted to woman suffrage has credit for so large a circulation as is accorded to the *Woman's Column*, published weekly at Boston, Mass.

#### FINANCE.

In all America no paper devoted to finance has credit for so large a circulation as is accorded to the *Banker and Tradesman*, published weekly at Boston, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### COMMERCE.

In all America no paper devoted to commerce has credit for so large a circulation as is accorded to *Traffic*, published monthly at Philadelphia, Pa., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### ADVERTISING.

In all America no paper devoted to advertising has credit for so large a circulation as is accorded to the *Printers' Ink*, published weekly at New York, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

ANTI-PROHIBITION.

In all America no anti-prohibition paper has credit for so large a circulation as is accorded to *Fair Play*, published weekly at Chicago.

AGENTS' PAPERS.

In all America no paper devoted to agents has credit for so large a circulation as is accorded to the *Agents' Guide*, published monthly at New York.

BUILDING.

In all America no paper devoted to building has credit for so large a circulation as is accorded to *Carpentry and Building*, published monthly at New York.

CONTRACTORS.

In all America no paper devoted to contracting has credit for so large a circulation as is accorded to the *American Contractor*, published weekly at Chicago, Ill.

ARCHITECTURE.

In all America no other paper devoted to architecture has credit for so large a circulation as is accorded to the *Architects' and Builders' Edition of Scientific American*, published monthly at New York.

DECORATING AND FURNISHING.

In all America no paper devoted to decorating and furnishing has credit for so large a circulation as is accorded to the *Decorator and Furnisher*, published monthly at New York, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

BARBERS.

In all America no paper devoted to barbers has credit for so large a circulation as is accorded to the *National Barber and Druggists' Gazette*, published monthly at Philadelphia, Pa.

BREWERS.

In all America no paper devoted to brewing has credit for so large a circulation as is accorded to the *Brewer and Malster*, published monthly at Chicago, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

BOTTLING.

In all America no other paper devoted to bottling has credit for so large a circulation as is accorded to the *National Bottlers' Gazette*, published monthly at New York, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

WINES AND LIQUORS.

In all America no other paper devoted to liquors and wines has credit for so large a circulation as is accorded to *Bonfort's Wine and Spirit Circular*, published semi-monthly at New York.

CARRIAGES.

In all America no other paper devoted to carriages has credit for so large a circulation as is accorded to the *Blacksmith and Wheelwright*, published monthly at New York, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

CLOTHING TRADE.

In all America no other paper devoted to clothing and furnishing goods has credit for so large a circulation as is accorded to the *Clothier and Furnisher*, published monthly at New York, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

TAILORING.

In all America no other paper devoted to tailoring has credit for so large a circulation as is accorded to the *Herald of Fashion and Journal of Tailoring*, published monthly at New York.

CLOAK JOURNAL.

In all America no other paper devoted to ladies' wear has credit for so large a circulation as is accorded to *Crerand's Cloak Journal*, published monthly at New York, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

GAS.

In all America no other paper devoted to gas interests has credit for so large a circulation as is accorded to the *Water and Gas Review*, published monthly at New York, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

CULINARY.

In all America no other culinary publication has credit for so large a circulation as is accorded to the *American Kitchen Magazine*, published monthly at Boston.

CATERING.

In all America no other catering publication has credit for so large a circulation as is accorded to the *Hotel and Restaurant*, published monthly at New York, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

COAL.

In all America no other publication devoted to coal has credit for so large a circulation as is accorded to the *Colliers' Engineer*, published monthly at Scranton, Pa., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

DRUGS.

In all America no other drug, chemical and pharmacy publication has credit for so large a circulation as is accorded to the *American Druggist and Pharmaceutical Record*, published monthly at New York, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

WY.

In all America no other dry goods publication has credit for so large a circulation as is accorded to the *American Wool and Cotton Reporter and Financial Gazette*, published weekly at Boston, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

SILKS.

In all America no other paper devoted to silks has credit for so large a circulation as is accorded to the *Silk Herald of America*, published monthly at Paterson, N. J.

GLOVES.

In all America no other publication devoted to gloves has credit for so large a circulation as is accorded to the *American Glover*, published monthly at New York, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

EXPORT TRADE.

In all America no other exporting publication has credit for so large a circulation as is accorded to the *Western Review and Export Journal*, published weekly at St. Louis, Mo.

FURNITURE.

In all America no other furniture publication has credit for so large a circulation as is accorded to the *American Furniture Gazette*, published monthly at Chicago, Ill., and the publishers of the American Newspaper Directory will guarantee the accuracy of

the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### CARPETS AND UPHOLSTERY.

In all America no other paper devoted to carpets and upholstery has credit for so large a circulation as is accorded to the *American Carpet and Upholstery Trade*, published monthly at Philadelphia, Pa., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### PROVISIONS.

In all America no other provision publication has credit for so large a circulation as is accorded to *Markets*, published weekly at Chicago, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### GROCERIES.

In all America no other grocery publication has credit for so large a circulation as is accorded to the *Grocers' Criterion*, published weekly at Chicago, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### CONFECTIONERY.

In all America no confectionery publication has credit for so large a circulation as is accorded to the *Confectioners' Gazette*, published monthly at New York, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### SEA FOOD.

In all America no other publication devoted to sea food has credit for so large a circulation as is accorded to the *Fishing Gazette*, published weekly at New York, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### HARDWARE.

In all America no other hardware publication has credit for so large a circulation as is accorded to the *Hardware Dealers' Magazine*, published monthly at New York, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### HOUSE FURNISHING.

In all America no other house furnishing publication has credit for so large a circulation as is accorded to the *American Artisan, Tinner and House Furnisher*, published weekly at Chicago, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### CROCKERY AND GLASSWARE.

In all America no other crockery and glassware publication has credit for so large a circulation as is accorded to the *Glass and Pottery World*, published monthly at Chicago, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### HOTELS.

In all America no other hotel paper has credit for so large a circulation as is accorded to the *Hotel and Restaurant*, published monthly at New York, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward

of one hundred dollars, payable to the first person who successfully assails it.

#### INVENTIONS AND PATENTS.

In all America no other paper devoted to inventions and patents has credit for so large a circulation as is accorded to the *Scientific American*, published weekly at New York.

#### JEWELRY.

In all America no other jewelry publication has credit for so large a circulation as is accorded to the *Keystone*, published monthly at Philadelphia, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### LEATHER, BOOTS AND SHOES.

In all America no other boots and shoes and leather publication has credit for so large a circulation as is accorded to the *Shoe and Leather Reporter*, published weekly at New York, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### LUMBER.

In all America no other lumber publication has credit for so large a circulation as is accorded to the *Northwestern Lumberman*, published weekly at Chicago, Ill.

#### MARITIME.

In all America no other maritime paper has credit for so large a circulation as is accorded to the *Marine Record*, published weekly at Cleveland, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### MANUFACTURING.

In all America no other manufacturing publication has credit for so large a circulation as is accorded to *Traffic*, published monthly at Philadelphia, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### MERCANTILE.

In all America no other mercantile publication has credit for so large a circulation as is accorded to *Business*, published monthly at New York, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### ENGINEERING.

In all America no other engineering publication has credit for so large a circulation as is accorded to the *Locomotive Engineering*, published monthly at New York, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### MINING.

In all America no other mining publication has credit for so large a circulation as is accorded to the *Colliery Engineer*, published monthly at Scranton, Pa., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### MECHANICS.

In all America no other mechanical publication has credit for so large a circulation as is accorded to the *Scientific American*, published weekly at New York.

#### MACHINERY.

In all America no other paper devoted to machinery has credit for so large a circulation as is accorded to *Machinery*, published monthly at New York, and the publishers of

the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

IMPLEMENTS.

In all America no other implement publication has credit for so large a circulation as is accorded to *Farm Implements*, published weekly at Chicago, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

MILLING.

In all America no other milling publication has credit for so large a circulation as is accorded to the *Dixie Miller*, published monthly at Nashville, Tenn., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

PHOTOGRAPHY.

In all America no other photographic publication has credit for so large a circulation as is accorded to *Anthony's Photographic Bulletin*, published monthly at New York, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

PLUMBING.

In all America no other plumbing publication has credit for so large a circulation as is accorded to *Heating and Ventilation*, published monthly at New York, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

POSTAL.

In all America no other postal publication has credit for so large a circulation as is accorded to the *A B C Pathfinder and Dial Postal Guide*, published quarterly at Boston, Mass.

PRINTING.

In all America no other publication devoted to printing has credit for so large a circulation as is accorded to the *Inland Printer*, published monthly at Chicago, Ill., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

STATIONERY.

In all America no other publication devoted to stationery has credit for so large a circulation as is accorded to the *Bookseller, Newsdealer and Stationer*, published semi monthly at New York, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

PAPER.

In all America no other publication devoted to paper has credit for so large a circulation as is accorded to the *Paper World*, published monthly at Springfield, Mass.

RAILROADS.

In all America no other railroad publication has credit for so large a circulation as is accorded to the *Locomotive Engineering*, published monthly at New York, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

STREET RAILWAYS.

In all America no other street railway publication has credit for so large a circulation as is accorded to the *Street Railway Journal*, published monthly at New York.

TELEGRAPHY.

In all America no other telegraphic publication has credit for so large a circulation as is accorded to the *Journal of the Telegraph*, published weekly at Peoria, Ill.

TRAVELING.

In all America no other traveling publication has credit for so large a circulation as is accorded to the *Travelers' Magazine*, published quarterly at St. Paul, Minn., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

TRANSPORTATION.

In all America no other transportation publication has credit for so large a circulation as is accorded to the *Express Gazette*, published monthly at Cincinnati, O.

UNDERTAKING.

In all America no other undertaking publication has credit for so large a circulation as is accorded to the *Western Undertaker*, published monthly at Chicago, Ill.

LAUNDRY.

In all America no other laundry publication has credit for so large a circulation as is accorded to the *Starch Room*, published monthly at Chicago, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

CIDER AND VINEGAR MAKING.

In all America no other publication devoted to cider and vinegar making has credit for so large a circulation as is accorded to the *American Cider and Vinegar Maker*, published monthly at New York, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

HAY TRADE.

In all America no other publication devoted to the hay trade has credit for so large a circulation as is accorded to the *Hay Trade Journal*, published weekly at Canajoharie, N. Y.

BOHEMIAN.

In all America no other Bohemian paper has credit for so large a circulation as is accorded to the *American*, published weekly at Chicago, Ill., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

In all America no other Bohemian daily has credit for so large a circulation as is accorded to the *Sveinost*, published at Chicago, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

DANISH.

In all America no other Danish paper has credit for so large a circulation as is accorded to *Den Danske Pioneer*, published weekly at Omaha, Neb.

FINNISH.

In all America no other Finnish paper has credit for so large a circulation as is accorded to the *American Untiet*, published weekly at Calumet, Mich., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

FRENCH.

In all America no other French paper has credit for so large a circulation as is accorded to the *Montreal, Que., daily La Presse*, and no other weekly so large as the weekly edition of *La Presse*, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one

hundred dollars, payable to the first person who successfully assails it.

#### GERMAN.

In all America no other German daily has credit for so large a circulation as is accorded to the *New Yorker Herald*, and no other German Sunday paper as large a circulation as the *Revue*, published at New York, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to these papers by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### HEBREW.

In all America no other Hebrew paper has credit for so large a circulation as is accorded to the *Jewish Gazette*, published weekly at New York.

#### HOLLANDISH.

In all America no other Hollandish paper has credit for so large a circulation as is accorded to the *De Grondwet*, published weekly at Holland, Mich., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### ICELANDIC.

In all America no other Icelandic paper has credit for so large a circulation as is accorded to the *Loegberg*, published weekly at Winnipeg, Man., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### ITALIAN.

In all America no other Italian paper has credit for so large a circulation as is accorded to the *L'Italia*, published weekly at Chicago, Ill., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### LITHUANIAN.

In all America no other Lithuanian paper has credit for so large a circulation as is accorded to the *Lietuva*, published weekly at Chicago.

#### NORWEGIAN.

In all America no other Norwegian paper has credit for so large a circulation as is accorded to the *Ameria*, published weekly at Chicago, Ill., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### NORWEGIAN-DANISH.

In all America no other Norwegian-Danish paper has credit for so large a circulation as is accorded to the *Posten og ad Vænen*, published twice a week at Decorah, Iowa, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### POLISH.

In all America no other Polish paper has credit for so large a circulation as is accorded to the *Wiara i Ojczyzna*, published weekly at Chicago, Ill., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### PORTUGUESE.

In all America no other Portuguese paper has credit for so large a circulation as is accorded to the *A Untao Portuguesa*, published weekly at San Francisco, Cal.

#### SCANDINAVIAN.

In all America no other Scandinavian paper has credit for so large a circulation as is accorded to the *Vagbrytare*, published weekly at Stillwater, Minn., and the publishers of

the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### SLAVONIC.

In all America no other Slavonic paper has credit for so large a circulation as is accorded to the *Amerikanska Slovenske Noviny*, published tri-weekly at Pittsburg, Pa., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### SPANISH.

In all America no other Spanish publication has credit for so large a circulation as is accorded to the *Revista Popular*, published monthly at New York, and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

#### SWEDISH.

In all America no other Swedish publication has credit for so large a circulation as is accorded to the *Svenska Amerikanska Posten*, published weekly at Minneapolis, Minn.

#### WELSH.

In all America no other Welsh paper has credit for so large a circulation as is accorded to the *F Dych*, published weekly at Utica, N. Y., and the publishers of the American Newspaper Directory will guarantee the accuracy of the circulation rating accorded to this paper by a reward of one hundred dollars, payable to the first person who successfully assails it.

### DR. OSWALD'S PROPHECY.

In Pittsburg, Boston and Chicago we have even now newspapers that can be bought on the street for a cent a copy, although the paper they are printed on costs at least one cent and a half, not to mention printers' ink, printers' pay, reporters' pay, office rent and the cost of telegrams. How in the world can they afford it, and besides allow the newsboy a discount of fifty per cent?

The advertising manager can answer that question; and the time is near when metropolitan papers full of good illustrations and entertaining stories and news from all parts of the civilized world will be distributed free, merely on the chance of attracting the reader's attention to the advertising columns. In the order of competition, rival publishers will go even further and furnish free files and free carriers to distribute their papers to hotel-keepers, barbers, grocers and depot managers, who agree to display their copies in conspicuous places. Advertisements will flutter from treetops of free pleasure resorts, and from the mastheads of free excursion boats, and even the clouds of the firmament will be pressed into the service of the placard agencies.—*Felix L. Oswald, M. D., in the Youth's Companion.*

### HAS AN ESSENTIAL.

Phrenologist—Your son has a very pronounced bump of ideality.

Father—I guess I shall have to make a writer of advertisements out of him then.

### SPRING.

The time when a "deeper crimson comes upon the robin's breast," and the thorough-going bedbug seeks the leg that tastes the best.—*Monroe (Mich.) Journal.*

TRYING to do business without advertising is like winking at a pretty girl through a pair of green goggles. You may know what you are doing, but nobody else does.—*F. B. Thurber.*



# THE ST. PAUL DISPATCH

is the *only* afternoon paper published in the city of St. Paul and has a paid circulation of *more than 15,000 in excess of any other St. Paul Daily*.

Its actual paid circulation for the three months ending February 29, 1896, averaged 31,395, and it *guarantees* an average sale during April, 1896, of more than 33,000 copies daily.

It covers its territory both in respect to influence and circulation to a greater extent than any other Western newspaper.

These facts are worthy of the attention of advertisers for Northwestern trade.

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**J. E. VAN DOREN SPECIAL AGENCY,**

PUBLISHERS' DIRECT REPRESENTATIVES,

31-32 Tribune Bldg., New York. 1320 Masonic Temple, Chicago.

# The Leading Republican Newspaper

✻ of the State of Ohio is the ✻

## CINCINNATI COMMERCIAL GAZETTE

IT STANDS fearless and foremost as the advocate of protection to the home industries on which Cincinnati's prosperity is dependent.    o   o   o   o   o

NO OTHER PAPER has such a popularity and high standing in Cincinnati and the State of Ohio.

NO OTHER PAPER has so much value to advertisers in this field, particularly for trade with all members of the Family Circle.    o   o   o   o   o

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**J. E. VAN DOREN SPECIAL AGENCY,**

PUBLISHERS' DIRECT REPRESENTATIVES,

31-32 Tribune Bldg., New York. 1320 Masonic Temple, Chicago.



A NEW KIND OF TROUBLE IN SIGHT.

WABASH, Ind., April 21, 1896.

Editor of PRINTERS' INK:

Inclosed we hand you copy of letter which we have just sent to the National Advertising Company of your city. You are at liberty to make use of same if you see fit.

Respectfully,  
THE TRIBUNE PUBLISHING CO.  
Per H. F. Harris.

THE TRIBUNE PUBLISHING CO. }  
"THE DAILY TRIBUNE." }  
"THE WEEKLY TRIBUNE." }  
G. W. Klare, President.  
W. S. Thompson, Secretary.  
H. F. Harris, Business Manager.  
WABASH, Ind., April 21, 1896.

National Advertising Company, No. 141  
Nassau street, New York City:

GENTLEMEN—Replying to your favor of April 14th we note that you say: "Reports from Wabash still show that Paine's Celery Compound is not holding its own as it should. We also note that you are using liberal space in our daily and weekly and also in another daily here, and you suggest the possibility that we are not giving you the service that you ought to have. We were much surprised to receive this statement from you, as we have been careful to give you the best service, and with our circulation, which is larger than that of all the other papers here combined, you are certainly getting the best possible service.

Just to satisfy ourselves we started out to interview the local druggists here. The first firm we visited was Sweetser & Clark, and in replying to our inquiry as to whether the sale of Paine's Celery Compound was keeping up in a satisfactory manner, Mr. Sweetser said:

"The sale keeps up fairly well, but the trouble is there is not enough profit in the goods. They have raised the price on us 75c. per dozen, and there is no inducement to push the article." The traveling men from different parts of the country state that this same condition exists in all directions. Druggists are not pushing Paine's Celery Compound, simply because there is nothing in it for them. We know it is not the fault of the newspapers or lack of advertising. It is perfectly natural that druggists will not urge the sale of an article on which they realize no profit.

We visited Bradley Bros., Blount & Egbert and other druggists here and found the same condition of things. The consensus of opinion was that you are undertaking to make druggists pay your advertising bills.

Now, gentlemen, we have stated the case just as we found it, and you are at liberty to draw your own conclusion therefrom. We trust, in view of the above, that you will not consider that we are not giving you the best of service.

Thanking you for your favors, we remain,  
THE TRIBUNE PUBLISHING CO.,  
Per H. F. Harris.

ANCIENT VS. MODERN.

"Well, this makes me sick!" said the brilliant reporter; "yet people say that Cæsar was a great man."

"What's that?" asked the managing editor.

"Why, he reported to Rome his defeat of Pharnaces in the words, 'I came, I saw, I conquered.' Now that story was worth at least an extra, two whole pages and a double scare head."—*Truth*.

BOSTON BEACONS.

BOSTON, April 29, 1896.

Editor of PRINTERS' INK:

The electric car lines in Boston have taken to advertising. The new route between Cambridge and Roxbury is announced thusly: "This will prove a delightful route for pleasure rides, as it is by way of avenues which offer much in the way of interesting scenes and runs through an attractive residence district. Make up your evening excursion parties and charter one of the new open cars."

Since PRINTERS' INK published a fac-simile, a week or so ago, of the wrapper used in mailing *Profitable Advertising* its publisher has received a notification from Washington that descriptive matter such as "Only publication of its kind in New England" is not allowable on a wrapper, so a blue pencil had to be run through the objectionable lines before the last edition could be mailed.

Pettingill & Co. have temporarily vacated the premises at 22 School street, so long occupied by them, and after remodeling the building will occupy three entire floors and expect to have the finest offices devoted to advertising in America. The improvements contemplated are on so extensive a scale that it is intended to make of the new quarters a big advertisement for this old yet wide-awake firm.

A witty window sign ornamented a Tremont street drug store during the torrid hot days of last week. It read: "If this weather drives you to drink, try our soda."

AD-AGE.

ILLEGIBLE POSTMARKS.

NEW YORK, April 29, 1896.

Editor of PRINTERS' INK:

We average the receipt of at least two hundred letters per day. A great many of these are from people who omit to give their post-office address, and in many instances the postmark of the mailing office is so obscure that it cannot be made out. It would seem that the postmaster-general could inaugurate a needed reform by holding postmasters to accountability for failure to legibly postmark letters. Repeated failures to comply with instructions in this particular ought to be sufficient cause for demanding the resignation of the officer. A postmark is intended for some purpose, and if that purpose is defeated by its illegibility, it might as well be abandoned. The agitation of the matter will develop a multitude of complainers who suffer as we have heretofore done in silence.

PRO BONO PUBLICO.

TEAPOT QUERIES ANSWERED.

CHICAGO, April 22, 1896.

Editor of PRINTERS' INK:

Referring to your teapot contest, if I should think that the best ad in any issue was one reproduced by the American Newspaper Directory, as entered in their \$1,000 competition, can I vote for it? (Yes.) I presume, of course, that their ad is the same as any one else's? (Yes.)

If such an ad should win the teapot, who would receive it—the writer or the American Newspaper Directory publishers? (The writer.)

How soon after April closes will the teapot be awarded? (May 15th.) If I have a coupon of April 8th, can I send it in, say, April 30th, or later, and have the vote recorded? (Yes.)

Yours,

AD-SMITH.

THE ad of a "second-hand" store even should be first class.

## GUM POETRY.

CLEVELAND, Ohio, April 24, 1896.

Editor of PRINTERS' INK:

As you invite original as well as striking ads, I think the following comes under this

## SPORTSMEN, READ THIS.

Once more the earth its icy bond  
By gentle spring is broken,  
And patrons of the rod and reel  
Like good Sir Isaac Walton

Look forward with a keen delight,  
With joy their hearts are wishing,  
To see the warm and blissful days  
When they can go a fishing.

Also the sons of Nimrod ache  
To tramp o'er field and boulder,  
When they can all a hunting go  
With gun upon their shoulder.

No matter what the sport may be  
In which you seek diversion,  
You'll surely need some chewing gum,  
I venture this assertion.

I'm certain you will need the best,  
So follow this suggestion,  
You'll find White's Yucatan the kind  
That quickly aids digestion.

head. It surely ought to sell "gum." It was taken out of a theater programme.

BEN F. CORDAY.

## A CIRCULATION THAT IS RAPIDLY INCREASING.

NORFOLK, Va., April 24, 1896.

Editor of PRINTERS' INK:

I would like to ask what is the significance of the fact that the *Atlanta Constitution* is now, and has for about a month, been sending, to parties who have not either paid for or requested it, their Sunday edition, with printed address labels, which to all appearances gives the impression to the post-office officials that they are for regular subscribers. In many instances the papers come addressed to people who are dead. Yours truly,

A CITIZEN.

## OVER CAUTIOUSNESS IN BUSINESS.

To exercise a reasonable amount of care is undoubtedly one of the prime requisites in business. When you see a man who is careless about small things you can be pretty certain that he is also negligent about the more important ones, and that sooner or later he will meet with financial disaster. It is necessary, however, to take some things for granted. No employer can have complete supervision of all those under him constantly. Having started them correctly at their tasks, he must take it for granted that they will be able to carry them out correctly afterward. In other words, there is such a thing as being over-cautious, and thus suffering an immense amount of unnecessary worry in consequence.—*Shoe and Leather Facts*.

## HAVE YOU A LIST?

A list of your customers and people whose trade you would like to cultivate is a very valuable thing to have for sending out circulars, circular letters, etc. A good list requires time to compile, but it is time well spent and should be made up under the direction of some one who is thoroughly competent. After it is compiled it should be carefully gone over each time before using—to keep the changes of addresses up to date.—*Chicago Apparel*.

## THE POSTER FAD.

One of the quaintest of the fads that remain with us is the freakish and fantastic "poster" fad. The poster fad is *sui generis*. Its sins are all absolved for art's sweet sake, its crudities overlooked for a certain flaring originality. The men whose names go knocking the edges off the corridors of fame in poster lore are geniuses of a particularly morbid and flamboyant description. They are dabblers in color possibilities, rioters in tint, revelers in fantasy. For the realities they have neither use nor respect. Exaggeration is their forte—nightmarish effects their studied theme. The most commonplace objects assume under the Mephistophelean touch of the poster artist a grotesquerie almost diabolic. When the poster artist draws a woman she is either a mermaidish freak of femininity or a weird creature of the beauty that haunts the dreams of delirium. His men are long-limbed and Herculean giants of an animal soddishness, or gnome-like monsters who scowl like the villains in the old-fashioned melodramas. Poster contrasts are sharp. The blacks and shades cut like a knife, the colors sting like a whip. Outlines are accentuated, perspectives abolished—the result a mad carnival of design, that it must be admitted is not wholly devoid of an exotic attractiveness of its own. How long this poster craze will last, who knows? Just now it is at its height. Weird dames of ancient Venice pose in lackadaisical fashion on the handbills of the magazines; Circean nudities trail their charms over the billboards of the theaters—mermaids of large-eyed seductiveness flaunt their sinuous torsos in announcements that flame with the merits of a new soap. Where will it all end? What will be the outcome, what its ultimate influence on normal, healthy American art?—*Philadelphia Call*.

## TERSE AND TRUE.

If you can't sell the goods as good and cheap as you advertise, don't advertise them that way, and don't claim they are a bit better than they really are. Honest ads, honest in their adjectives, honest in their promises and prices, honest in every particular, are the ones that make money. No matter what it costs, when once you promise anything in your ads—no matter what—live up to it, to the letter. If you say so, do so, and if you don't mean to do so, don't say so. The old saying, "A satisfied customer is the best advertisement," has lots of truth in it, but the other side of the question is truth itself—"A dissatisfied customer is the worst advertisement." And the only way to make a customer satisfied is to do as your ads say you will. That's good advertising.—*Minneapolis Journal*.

## EXPLAINED.

Passing along Kearny street a few days ago I noticed in the window of a clothing dealer a number of articles for sale, each having on it the legend: "Tailor made." I inquired of the undersized proprietor who was standing at the door the reason he marked every article. With a knowing look he replied:

"Yust to let de beeples know they wasn't made by a putcher."—*San Francisco Town Talk*.

"It excites curiosity" is a popular excuse for peculiar catch-lines and apparently irrelevant titles. How far this is a good advertising method is open to a good deal of question.

# *A \$5 Book*

Charles Austin Bates' new 700-page book, "Good Advertising," contains 175 chapters, and is intended for business men who want more business. It is of especial value to those advertisers who are not getting good returns from their advertising.

It is largely a book of facts. It tells how. It suggests. It advises. It gives experiences. It treats upon every phase of advertising. It tells all about type, borders, display, size of space to use, amount of money to spend, mediums to use. Ideas stick out of every page.

The price is \$5 by prepaid express.

## *For 50 cts.*

We have taken 12 chapters of general interest from "Good Advertising," and made up a 96-page book, nicely bound in paper. The pages are exactly the size of the complete book, and the printing is from the same plates, in both instances. You can get a good idea of what "Good Advertising" is by reading this 96-page book. The price for it is 50 cents.

Each book contains a coupon good for 50 cents. If you like the 12 chapters and want the other 163, you can send us \$4.50 and the coupon, which will be accepted for 50 cents, and we will send you a handsomely bound volume of "Good Advertising." Thus, if you don't want the complete book, it will have cost you only 50 cents to find it out.

**HOLMES PUBLISHING CO., 15 & 17 Beekman St., N. Y.**

## SECOND-CLASS MAIL MATTER—THE LAW.

*From the "Missouri Editor" for April.*

1. It must regularly be issued at stated intervals as frequently as four times a year, and bear a date of issue, and be numbered consecutively.

2. It must be issued from a known office of publication.

3. It must be formed of printed paper sheets, without board, leather, cloth or other substantial binding, such as distinguish books for preservation from periodical publications.

4. It must be originated and published for the dissemination of information of a public character, or devoted to literature, the science, arts or some special industry, and having a legitimate list of subscribers, provided, however, that nothing herein contained shall be so construed as to admit to the second-class rate regular publications, designed primarily for advertising purposes or free circulation, or for circulation at nominal rates.

### REGARDING SAMPLE COPIES.

Sec. 290. Sample copies, which may be sent by publishers from the office of publication at the pound rate, are defined to be copies sent to persons not subscribers for the purpose of inducing to subscribe or advertise or become agents therefor. In determining their admissibility as sample copies, the following rules should be applied, namely:

1. They must be exactly like the regular edition sent to subscribers. When made up as a special edition different from the regular edition of the same date for subscribers, or containing advertisements in addition to those in the regular edition, they are not sample copies, but third-class matter.

2. Sample copies should be plainly marked as such, either on the wrapper or exposed face of the package.

3. Several sample copies may be inclosed in one single wrapper, to one address, or may be sent in one wrapper addressed to the post-office, and each paper therein properly folded, addressed to some patron of the office, and marked or printed "sample copy" on the wrapper or on the exposed face of each of the papers separately addressed.

4. Extra numbers of second-class publications sent by the publishers thereof, acting as the agent of an advertiser or purchaser, to addresses furnished by the latter, are not sample copies, but are held to be subject to postage at the rate of one cent for each four ounces or fraction thereof, the same as if mailed by the advertiser or purchaser himself. (Sec. 302.)

5. After a publication has been admitted to the second class the continuous mailing by the publisher of sample copies in numbers exceeding the issue to regular subscribers, or of such copies continuously to the same persons will be deemed evidence that the publication is primarily designed for advertising or free circulation, and the sample copies should be detained until the facts can be ascertained. The postmaster should promptly report the case to the Third Assistant Postmaster-General.

6. Sample copies are not entitled to free county circulation, and must be mailed separately from editions that are, and prepaid at the pound rate.

7. Sample copies must not be inclosed in the same package with copies intended for subscribers. If so inclosed they must be returned to the publisher for separation.

8. Sample copies cannot be mailed by news agents at the pound rate.

### THE LAW AS TO SUPPLEMENTS.

Many newspapers unwittingly violate the law in issuing supplements. A great commotion was caused a short time ago by the postmaster at Lebanon refusing permission to the *Rustic* to issue some "free silver matter" as a supplement. Two years ago the editor of the *Clinton Republican* reported to the postal authorities a number of Missouri newspapers that sent out Stone's speech as supplement without the required date line. Recently the *Republican* has been sending out a supplement which is also sent out at second-class rates in violation of law. No Missouri newspaper, however, has thought proper to report the *Republican*, and it pursues its law-breaking way weekly. Nearly all the Boone county newspapers sent out last week in illegal form the county financial statement.

The provisions as to supplements are really the most intelligible parts of the postal law.

Sec. 287. Supplements Admitted as Second-class Matter.—That publishers of matter of the second class may, without subjecting it to extra postage, fold within their regular issues a supplement; but in all cases the added matter must be germane to the publication which it supplements, that is to say, matter supplied in order to complete that to which it is added or supplemented, but omitted from the regular issue for want of space, time, or greater convenience, which supplement must in every case be issued with the publication. (Act of March 3, 1879, sec. 16, 20 Stats., 359.)

Sec. 288. Rules for Determining the Character of Supplements.—In determining whether supplements, though folded for mailing with regular issues, are within the statutory definition, the following rules may be employed when applicable, namely:

1. A publication entirely distinct from and independent of the regular issue, but complete in itself, especially if it be not germane to the regular issue, nor connected therewith, cannot be adopted as a supplement.

2. Circulars, handbills, show-bills, posters and other special advertisements cannot be adopted as supplements.

3. Matter printed elsewhere than at the office of publication, to be used as supplements to various newspapers for the purpose of securing circulations to advertisements of private business, cannot be used as supplements.

4. Supplements printed at, or elsewhere than at, the office of publication must be printed for the purpose of being used as supplements for such publications, and not for another distinct and separate use.

5. Publication of statutes, ordinances, proceedings of public or deliberate assemblies, boards or conventions, advertisements of tax rates or other notices or advertisements required by law to be published, whether gratuitously or for compensation, are proper supplemental matter.

6. Supplements must, as the law requires, be folded with the regular issues they purport to supplement. If mailed otherwise, postage must be prepaid at the third-class rate.

7. Supplements must in all cases bear the full name of the publication with which they are folded, preceded by the words "Supplement to ——" and also the date corresponding to the regular issue.

8. Maps, diagrams or illustrations, which are referred to in the publication, or form a necessary part thereof, are admissible, as a part of the publication itself, without the words "Supplement to ——".

9. Supplements must not be combined with orders for subscriptions, or bill or receipts for subscriptions, this being expressly prohibited by law. (Sec. 308. Act of 20th January, 1888.)

Sec. 289. Publications Containing Illegal Supplements; how Rated. — Newspapers containing sheets or additional matter, not legally admissible as supplements, should be treated at the mailing office as third-class matter, and postage required accordingly. If the publisher desires to appeal to the Third Assistant Postmaster-General he can do so by making a deposit for the issue mailed at the third-class rate with the postmaster, of which the excess over second-class rates will be refunded, if the Department decides the matter to be admissible as supplements. Newspapers containing illegal supplements, arriving at any office of delivery without evidence of prepayment by stamps affixed, should be rated up, and postage collected on delivery at the first-class rate, as required by law. (See section 309.)

### NOTES.

THE American Type Founders' Co. issues a brochure of Popular Type Faces that is a marvel of beauty.

*Our Monthly*, a magazine published at Toronto, Canada, publishes nothing but the work of Canadian authors.

THE "Hints on Advertising," which appear in the *Minneapolis Journal*, constitute a valuable feature of that newspaper.

THE question is: Not what it will be, but what it has been. Our sworn circulation for 1895 was 497,119. — *Piqua (O.) Daily Call*.

THE average daily sworn circulation of the *Minneapolis Tribune* for the month of March, 1896, was 41,491, so Mr. Van Doren says.

THE Y. M. C. A. of Rochester has appropriated \$300 for advertising in daily newspapers. This advertising is to be in lieu of an association publication.

THE bulletin of the American Publishers' Association suggests that there would be a good opportunity for a special agent to solicit only for medical journals.

IN a Poughkeepsie saloon, over the whilom lunch counter, now standing bare, is hung this pathetic notice:

"The 'Raines' have washed the lunch away."

A HARLEM butcher and dealer in provisions has a new sign on the sidewalk which states that "This is the store where Mrs. Thrifty and all the Thrifty family deal." — *New York Mail and Express*.

A REAL estate dealer in New York is distributing envelopes entitled, "Solution of the Raines Law." Inside is a circular stating that the solution is to get out of New York into New Jersey and buy lots and homes on his property.

WILLIAM M. CAMPBELL, chief of police at Schenectady, N. Y., has issued an order that a license must be procured to sell papers on the streets, except those published in that town. It is a blow directed at outside papers, which are gaining large circulations to the detriment of the local sheets. — *N. Y. Journal*.

THE chief of police in each Russian district passes upon all printed advertisements, as well as upon the text of papers and magazines, and recently two bicycle-tire firms had their advertisements returned as "not available," because one contained the words

"sensational novelty" and the other "beats everything." — *San Francisco Argonaut*.

W. C. LOFTUS, who has six Broadway stores, and who advertises them in the daily papers and on the cable cars, has for his legend, "\$15, no more and no less," for a suit of clothes made to order. The cable car advertisement is quite artistic. On one end of it a young man stands in front of a mirror viewing his suit and throwing roses at his counterpart. Under the picture are the words, "He is throwing bouquets at himself."

ST. PAUL now has a free Sunday newspaper. It is called the *Day of the Week*, and is delivered by carrier system. The publishers are the Banning Advertising Company, and they make a sworn statement of 30,000 local circulation. Similar ventures have been made in other cities, but the difficulty of making people appreciate anything which costs nothing has been usually so discouraging that their projectors have soon retired from the struggle. — *Newspaper Maker*.

If a thing is not patented, all men have the right to make and sell it, to the use of its name, and to every word in the language to aptly describe it. Such is the reason given by the Supreme Court of Alabama, in the case of *Scott v. Standard Oil Company*, 19 So. Rep. 71, why a word descriptive of a thing cannot be used as a trade-mark for it, and the courts will not protect the exclusive use by one person of words which are thus necessary to all, and equally belong to all. Thus it holds that the term "fireproof," used with reference to an illuminating oil, cannot be protected as a trade-mark even for the party first introducing oil of a particular quality and applying that appellation to it. — *Business Law, Chicago*.

### BEARDSLEY CIRCUS POSTERS.

IF the samples of circus posters filed for copyright with the librarian of Congress are criterions to go by, the small boy will see some interesting lithographs on the fences and bill-boards the coming summer. The corporation which owns the two biggest shows in the country has spent a good deal of money for its printing for 1896, and it has filed copies of every lithograph, in compliance with the copyright law. The Aubrey Beardsley style of art is recognized for the first time in circus lithographs, and reaches the apogee of its existence in these posters. The effects of this fantastic style applied to drawings of the beasts of the menagerie can readily be imagined. The Beardsleyized lions and tigers are interesting studies. The tiger, particularly, affords an opportunity for an extreme and effective use of the Beardsley style. — *The Bill Poster*.

### THE POSTER.

No observing person will deny that the poster has an important sphere of its own, and a distinct method of inviting and retaining public attention. It possesses features not competitive with any other advertising medium. Being susceptible of unlimited color, it arrests and centers attention when many other mediums fail. — *The Bill Poster*.

### WRITES INTERESTINGLY.

"A successful writer? I should say he was! Every day thousands of women gloat over every word he writes."

"My, O my!"

"He constructs the advertisements for one of the big department stores."

## FROM CHICAGO.

The bargain store is one of the mysteries of trade. On State street, in this city there is, at a guess, a dozen of this sort of establishments and every one of them is a liberal advertiser and catch a great deal of trade, by advertising a special sale about once in two days. It seems as if the bargain hunter must be a very credulous being or he would begin to think after a while that no business can be conducted on a basis of selling at less than cost and continue for a very long time. I mentioned this matter to a lady friend not long ago and she rather got the best of me by replying: "Well, they do not stay long. There's The Sun and The Leader and The Columbus Store and Friend's and goodness knows how many others that have gone out of business within two years, because they could not make money." In spite of the failures there are a number of them that continue to do business and enlarge every time they can get a lease to additional rooms and they even spread out with branches in other cities.

The sign writers of the town have abandoned the smart window sign lately and a trip through the business district did not lead to the discovery of more than one sign of this sort. This was one which read: "High art at chromo prices." The windows are just as full of signs and price cards as ever, but they are only mere statements of names and prices with an occasional little bit of self puffing.

Three of the big stores have put up awnings of evergreen branches, woven together in an artistic manner, and the windows under them are very attractive. The stores look cool and comfortable, though they are so well filled that they do not fulfill the promise of their appearance.

Carson, Pirie, Scott & Co., whose ads in the papers are always neat and attractive, have begun the publication of a magazine called the *Carson-Pirie Monthly*, that is attracting attention from its dainty beauty. It is of the Chap Book size and has 48 pages of reading matter, besides the advertisements, in it. There is a good story, and then a considerable amount of talk about styles and flowers and housekeeping that must be a delight to ladies, all of which is more or less of advertising for goods for sale by the publishers. The magazine is printed in two colors throughout, the body type being black and the heads and sub-heads in carmine. The price is 10 cents a year, 2 cents a copy. Some of the ads of the firm in the display pages are very good. I quote some of them:

"Two hands with but a dollar bought two gloves at price of one."

"Every cape has a silken lining," referring to shoulder capes.

"Fine leather makes fine belts."

"Haste makes waste—at least the cheap waists offered around us seemed to have been made in haste to repent of at leisure."

"The song of the shoe is a duet on the soft pedal—with 'her' feet clad in ball bearing bicycle footwear."

Here is one that is pretty bad and almost needs diagraming:

"Revenge is sweet, but for givenness' is sweeter."

"Born to hang, and every one of them has the 'hang' that distinguishes the smart skirt."

"The lass of fashion is just as careful about the 'mold of form' in a bicycle costume as in a reception gown."

"Even a wheel will turn the tide of trade to our counters—and when there's a boy pushing the pedals the trip is a short one. Boys' bicycle suits, etc."

The advertising of this firm is always good, as is that of Schlesinger & Mayer and Marshall Field. These people advertise as if they felt like dignifying their statements, and wanted to attract business by telling the plain truth. Neither of them try any hurrah methods in advertising, and as a consequence they stand in the front ranks among Chicago merchants, while some of the others are always spoken of as cheap stores, though this is only true often in the sense of low prices.

MILLER PURVIS.

## WHERE TO COMMENCE.

Because a great concern's success is suddenly brought to your notice by some advertising in certain mediums, it does not follow that *that* is the path to their success. Let me illustrate by telling of A and B. A commenced business ten years before B. Both, however, at the time of this incident, were in the same business. A divided the country into sections, and, by the gradual process of keeping at it, placed his wares in retail distributing points all over. Then advertising enlarged—it took in the people at their homes and the dealers at their places of business. Everything was closely followed up. When the goods were so placed and advertised that there was a reasonable chance that a buyer would get what he asked for in one store if he did not get it in another, the general mediums of advertising that have national and international circulation were used—and when that was done B suddenly awoke. Great Scott! A had grown enormous while he (B) was still only a local giant. Surely A had tried every means and at last had come to the mediums of national and international circulation as the best of all. What an opportunity for a short cut. He (B) would *commence* where A was ending. And he did. Advertising "experts" have patted him on the back and complimented his work as being just right, very clever, and all that. The work is clever—but it is not just right. In the first place a buyer's curiosity may be sufficiently aroused by an advertisement of any kind to cause him to ask once, or perhaps twice, and in rare cases even three times for a thing. After three failures he is apt to stop. The novelty of the advertisement has lost its power with him. B did not appreciate properly the fact that nine-tenths of the circulation of the mediums he was using was in territory where he was unknown, a cipher—that he was, for all practical purposes, paying ten prices for one customer. He did not appreciate that A had commenced at the foundation first and not at the roof. He squandered a fortune and is still only a local giant, minus a few limbs that A has secured. —Henry D. Morrison, in *Profitable Advertising*.

## REVERSED.

A young man had been talking to a bored editor for quite a quarter of an hour, and at last observed:

"There are some things in this world that go without saying."

"Yes," said the editor, "and there are still more persons in the world who say a good deal without going." —*Ram's Horn*.

## PLINY'S AD.

Teacher (addressing the class)—How simple and yet sublime is the beautiful and detailed description which Pliny the younger gives us of the house in which he lived!

Little Isaac (aside to his neighbor)—Most likely he wanted to sell it! —*Weiner Luft*.

IN THE COUNTRYWOMAN'S EYES.

"It beats all," exclaimed Mrs. Clovertop, who had just returned from a visit to the city. "It beats all how some folks git along in this world! Ther's Harry Stavers, for instance. You know Harry. When he was to home here he never was no good at real work. He'd go dawdling about all day long starin' into a book, and when he wasn't readin' he'd be scribblin' stuff for the papers and magazines. I never saw the like of him, and I always said he'd never amount to nothin'."

"But law, it does seem as though the lazier and the good-for-nothin'er some folks are, the easier they slide through the world. When I was in the city I called on Harry. I always kinder liked Harry in spite of his shiftlessness. Well, what do you think! Harry's editor of a paper down there, and they do say he gits pretty good wages, too."

"But, for my part, I can't see how folks can pay a man for doin' nothin' at all."

"Harry has a nice room full of books and things, and a big desk, with a big krinkly lever that shuts it up as cute as you please when he ain't usin' it, and there he sets all day as grand as a lord, receivin' callers."

"Folks are all the time comin' in to tell him what's goin' on, and they tell him what side to take on all kinds o' questions, and what ought to go into the paper and what oughtn't; and, more than that, they bring in stuff already written—enough in one day sometimes to fill his paper for a week."

"And they tell him just how to run his paper, so you see he don't have to bother his head much about it."

"I never did see such luck. I told Harry he ought to bless his stars, for I never see anybody who got a livin' half so easy."

"Harry just smiled and said: 'Think so, Mrs. Clovertop?' Jest in his quiet way, you know. 'Think so!' said I. 'Well, I should think I did.'"

"But, do you know, I don't b'lieve he half appreciates his good fortune. Some folks, you know, never are satisfied."—*Boston Transcript.*

Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

WISCONSIN AGRICULTURIST, Racine, Wis. 28,000 copies; semi-monthly.

HALF-TONES, 1 col. \$1. 2 col. \$2. BUCHER ENGRAVING CO., Columbus, O.

WISCONSIN AGRICULTURIST, Racine, Wis. Advertisements at \$1 for 5 lines.

WANTED to buy a Republican country newspaper. "REX," care Printers' Ink.

WANTED—Advertising; it pays those who use the Flushing, N. Y. JOURNAL, d. and w.

H. D. LA COSTE, special newspaper representative, 38 Park Row, New York. Dailies only.

HOTEL due bills wanted. State price desired and quantity. "CASH," care Printers' Ink.

THE VINDICATOR, Youngstown, Ohio \$400 d., 6,000 w. Wants first-class advertisements only.

DAYTON (Ohio) MORNING TIMES AND EVENING NEWS, 14,000 daily, create a "want" for properly advertised goods.

WANTED, printed but not used postals; send sample, state quantity. W. S. PARKER, 182 Monroe St., Chicago.

SEND sample copies and advertising rates of newspapers and magazines to A. R. PHILLIPS, Bucksport, Horry County, S. C.

ADVERTISERS to send two stamps for circular of cuts—really good cuts at really small prices. R. L. CURRAN, 150 Nassau St., New York.

WE will reproduce any cut printed black on white paper, 1 column for 50c., larger cuts at 6c. per square inch. BUCHER ENGRAVING CO., Columbus, O.

MANY of the foremost business and professional men won their success by the aid of shorthand. Learn at home, by mail—circular sent free. L. P. SNELL, Truro, N. S.

WILL trade drug store in Ashland (N. E. Kentucky, on Ohio river), worth \$3,500, for half interest in newspaper north of Ohio River; wish to manage editorial and business departments. Lock Box 75, Ashland, Ky.

A old-established and well-known advertising agency, having exceptional facilities, is desirous of taking entire control of the advertising of a well-known and established magazine, trade journal or newspaper. Address "P," Post-Office Box 457.

WANTED—Active, energetic man to buy part interest in an old-established and fully equipped job and newspaper office in leading city in Vermont. Two papers—one the leading agricultural paper of the State. Low price and easy terms. BARRETT & JOHNSONS, Burlington, Vt.

A PUBLISHER said it—"The heading you designed and engraved for my paper is the admiration of all." Many a publication could be so improved in general appearance by the use of a handsome and artistic heading as to attract to its columns advertisers who have now, with its present appearance, no thought of giving it a trial. Sketch submitted on approval; no charge if not accepted and returned. Send copy paper or magazine, exact size and wording. W. MOSELEY, 45 Hill St., Elgin, Ill.

WE have a number of thousands of copies of books bound in cloth and paper, ranging in price from seven cents each to seventeen cents, with a full list of titles admirably adapted for premium purposes. We will exchange any quantity of these from five to fifty thousand—with any first-class paper that wants to use them for premium purposes, and will take payment entirely in advertising space, provided the medium is first class; country weeklies or dailies preferred. First come, first served. Address, giving bed rock advertising rates, GOOD HEALTH PUBLISHING CO., P. O. Box 1000, N. Y. City.

SPECIAL WRITING.

3 A WEEK; original editorials for weeklies; full complement. "PITT," Printers' Ink.

BOOKS.

DANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address PRINTERS' INK, 10 Spruce St., New York.

ADVERTISEMENT COMPOSITION.

UNMATCHED facilities for the proper construction of advertisements. Send for booklet of 125 borders. P. G. DARROW PRINTING CO., Chicago.

PAPER.

M. PLUMMER & CO. furnish the paper for this magazine. We invite correspondence with reliable houses regarding paper of all kinds. 45 Beekman St., New York.

MAILING MACHINES.

\$1.00 (stamps or m. o.) Pelham Mailing System and Mailer, postp'd. Fac'l; 1,600 hour; saves 2-3 time writing; no type lists; unique address label. C. F. ADAMS & BRO., Topeka, Kan.

PRINTERS.

THE LOTUS PRESS (artistic printers), 140 W. 25d St., New York City. (See ad under "Advertisement Constructors.")

WHAT we can do better and cheaper than anybody else is half-tone, wood and zinc engraving. Get our samples and prices. CHICAGO PHOTO ENGRAVING CO., 70 Fifth Ave., Chicago.



## PRESS CLIPPINGS.

**SOUTHERN CLIPPING BUREAU**, Atlanta, Ga. Press clippings for trade journals and adv'rs.

**MANHATTAN PRESS CLIPPING BUREAU**, No. 2 West 14th St., N. Y. Press clippings for trade journals; all subjects; best facilities.

## ILLUSTRATORS AND ILLUSTRATIONS.

**BEAUTIFUL** illustrations and initials, 5c. sq. inch. Handsome catalogue 10c. **AMERICAN ILLUSTRATING CO.**, Newark, N. J.

**AN** ad without a cut is like a picture without a frame—lacks a great deal of force and attractiveness. We are makers of the best kind of advertising engravings—clear, bold and printable. **THE CHICAGO PHOTO ENGRAVING CO.**, 79 Fifth Ave., Chicago.

## BILLPOSTING AND DISTRIBUTING.

**SPANISH-AMERICAN** advertising. J. Calder & Co., advertising agents (postal address, Casilla de Correo 1399), Buenos Aires, Argentine Republic, undertake all kinds of advertising in this Republic and have arranged for a reliable service of bill posting and house-to-house circular distributing throughout the Provinces; can also arrange representation of foreign manufacturers with reliable importers and responsible manufacturers' agents already established. An interview can be arranged with their representative who will visit New York in June, by writing to J. CALDER, care Printers' Ink, 10 Spruce Street, New York.

## MISCELLANEOUS.

**WISCONSIN AGRICULTURIST**, Racine, Wis. Established 1877. Circulation 28,000.

**THE** annual meeting of the stockholders of the **Ripans Chemical Company**, for the election of directors and inspectors of election, will be held at their office, No. 10 Spruce St., New York, on Monday, May 11th, 1896, at 11 o'clock a. m. **CHAS. N. KENT**, Secretary.

**EVERY** ad writer and advertiser is interested in getting printable cuts. So many are muddy and vague. Cuts adapted to the requirements of advertisement illustrations are our speciality. We are designers as well as engravers—will shoulder the entire burden of your illustrating if you say the word. Send for samples and prices. **CHICAGO PHOTO ENGRAVING CO.**, 79 Fifth Ave., Chicago.

## SUPPLIES.

**VAN BIBBER'S** Printers' Rollers.

**ZINC** for etching. **BRUCE & COOK** 190 Water St., New York.

**CHALK** plates recoated, half cent an inch. **BYRON POPE & CO.**, Cleveland, O.

**TYPE**—The leaders of type fashions. **AM. TYPE FOUNDERS' CO.** Branches in 15 cities.

**OUTFIT** for making rubber stamps, \$10; circulars free. **EXCELSIOR CO.**, Montrose, Iowa.

**STANDARD** Type Foundry printing outfits, type, original borders. 200 Clark St., Chicago.

**CHALK** engraving plates. We make standard new and recut old plates at money saving prices. **HIRD MFG. CO.**, Cleveland, Ohio.

**STEREOTYPE**, linotype and electrotype metals; copper anodes; zinc plates for etching. **MERCHANT & CO., Inc.**, 517 Arch St., Philadelphia, Pa.

**THIS PAPER** is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.**, Ltd., 10 Spruce St., New York. Special prices to cash buyers.

**FOLKS** like to look at pictures, and always will. That fact makes an illustration desirable in every advertisement you put out. We employ skilled designers and engravers—men who have all their lives done nothing but their separate specialties, and are now as near human perfection as human skill can be. This work we will give you at surprisingly low figures. **CHICAGO PHOTO ENGRAVING CO.**, 79 Fifth Ave., Chicago.

## WINDOW DRESSING.

**HARMAN'S JOURNAL OF WINDOW DRESSING**, a monthly publication. Illustrated displays. Third year. Send 25 cents for trial copy. 123 S. Clark St., Chicago.

## ADVERTISING AGENCIES.

**PILOT ADVERTISING CO.**, Newark, N. Y.

**ANY** responsible advertising agency will guarantee the circulation of the **WISCONSIN AGRICULTURIST**, Racine Wis., to be 28,000.

**If** you wish to advertise anything anywhere at any time, write to the **GEO. P. ROWELL ADVERTISING CO.**, 10 Spruce St., New York.

## HALF-TONES.

**\$1.50** HALF-TONES—"A wonderful price if the half-tones are right"—and the half-tones are right. We will make our best single column half tone of any subject, clear and carefully finished, for \$1.50, and 15 cents per square inch for any cut larger than ten square inches. Write us for any style of engraving—half-tone, wood-cut or zinc etching. **THE CHICAGO PHOTO ENGRAVING CO.**, 79 Fifth Ave., Chicago.

## AMATEUR SPORT

**THE GOLFER** is an illustrated monthly devoted to the game of golf. This magazine has the highest class circulation in America. We invite comparison with any publication wherever published. We refer, without permission, to our advertisers and will abide by the decision of any of them, in regard to whether advertising in **THE GOLFER** is a paying investment. Address all communications to **THE GOLFER**, 234-236 Congress St., Boston.

## FOR SALE.

**5-LINE** advertisement, 4L. **WISCONSIN AGRICULTURIST**, Racine, Wis.

**\$3.50** BUYS 1 INCH. 50,000 copies Proven. **WOMAN'S WORK**, Athens, Ga.

**FOR SALE**—A Brown newspaper folder, seven-column quarto in size; fair condition, cheap. Address **NEWS TRIBUNE**, Duluth, Minn.

**FOR SALE**—A good newspaper establishment in the capital city of Oregon, publishing a daily and weekly. Will be sold cheap. Good reason for selling. "H.," Drawer D, Salem, Ore.

**FOR SALE**—Florentine Old Style is the very latest face in type. Carlton borders is the latest thing in borders. Domestic Series is the latest novelty in cuts to aid advertisers. All new things in type that are good originate from **AMERICAN TYPE FOUNDERS' CO.** Send for specimens.

**FOR SALE**—A Thorne type-setting machine of latest and most improved design, together with about 600 pounds of brevier type; machine has been in use a little over a year and is in first condition in every respect. Will sell way down and at terms convenient to purchaser. **CHAS. H. WEBSTER**, Buffalo, N. Y.

**IF** bought before July 1st, \$6.00 gets a well-established, paying medicine business. Foreign and domestic trade. Cash sales to date, \$51,000. Has repaid original investment several times over. Just as good a bargain as it looks to be. Don't answer unless you have the cash and mean business. Address "MEDIC," care Printers' Ink.

**PRINTING PLANTS**—Everything for the printer; best in quality, best in value. Why buy the second best when the best costs no more! **AMERICAN TYPE FOUNDERS' CO.**, Boston, N.Y., Phila., Balt., Pitts., Cleveland, Cin., Chicago, Mil., St. Louis, Minn., Kansas City, Omaha, Denver, Portland (Ore.), Frisco. Buy everything in one place, and save money and trouble.

**FOR SALE**—A Democratic daily, located at county seat; county Democratic, with over 150,000 population; less than 200 miles from New York. Stereotype perfecting machine, complete job office and bindery. Excellent opportunity for a man with means and experience. Ill-health of owner reason for selling. Only cash and approved security offers considered. Address "HERALD," care of Printers' Ink.





## ADVERTISING NOVELTIES.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

"OUR Nation in Politics." A low-price, up-to-date advertising card in five colors. Adapted for any business, big campaign seller. C. W. JOHNSON & CO., printers, Detroit, Mich.

## ELECTROTYPES.

WE make the best interchangeable plate and base on the market. Also the lightest all metal back electro. THE E. B. SHELDON CO., New Haven, Conn.

SPECIAL cut offer. In order to prove the excellence of our half-tone engravings, we will make you a handsome single column half-tone for \$1.50; any larger half-tone cut at 15 cents per square inch. As good as any ever turned out, but we don't stop at half-tones. Our sine etchings and wood-cuts are proportionately cheap and excellent. We are prepared to furnish advertising designs. THE CHICAGO PHOTO ENGRAVING CO., 79 Fifth Ave., Chicago.

## ARRANGED BY STATES.

Advertisements under this head 50 cents a line. Must be handed in one week in advance.

## ARKANSAS.

## The Arkansas Gazette

Daily and Weekly, goes into every nook and corner of Arkansas, and circulates in much adjacent territory. Advertisers cannot afford to omit THE GAZETTE from their lists when placing advertising in the great Southern field. For rates and any other information, address

GAZETTE PUBLISHING CO.,  
Little Rock, Ark.

## CALIFORNIA.

SOUTHERN CALIFORNIA'S matchless paper, Los Angeles TIMES. Circ'n over 18,000 daily.

## IOWA.

DUBUQUE HERALD, founded 1838. Family circulation; up to date; circulation steadily increasing. Is it on your list?

ONE county and one town fully covered by one paper. The WEEKLY SENTINEL covers Carroll County better than any other paper. Circulation guaranteed by Rowell to be larger than any other weekly in the county. The DAILY SENTINEL is the only daily in city or county. Fills the field. Advertising rates based on circulation. Carroll, Iowa.

## KENTUCKY.

LOUISVILLE SUNDAY TRUTH, 12,000 copies each issue. Thoroughly covers the homes of the city and suburbs. Now in its twelfth year. Send for rates and copy of TRUTH to H. D. LA COSTE, 38 Park Row, New York, Special Newspaper Representative.

THE FARMERS' HOME JOURNAL, LOUISVILLE, KY.

goes to the better class of farmers and stockmen in Kentucky and Tennessee every week. It is read and trusted by them as their business paper. It was established in 1865. Its readers usually have money to buy what they see advertised if they want it. Sample copy free.

## MICHIGAN.

THE 800 DEMOCRAT, Sault Ste. Marie, Mich. It should be on your list.

DETROIT COURIER. 31 years old. Has a village and farm circ'n around Detroit greater than any other weekly. Ad rate 90 cts. per inch.

JACKSON (Mich.) PATRIOT, morning, Sunday and twice a week; also EVENING PRESS. The leaders in their respective fields. Exclusive Associated Press franchise. Only morning newspaper in this section. All modern improvements. The leading advertisers in the country are represented in their columns. Information of H. D. LA COSTE, 38 Park Row, N. Y.

## MISSISSIPPI.

THE WATCHMAN has a large circulation throughout the Southern States, and is a splendid advertising medium. Send for sample copy and advertising rates. JAS. M. WALKER, Publisher, Williamsburg, Miss.

## MISSOURI.

KANSAS CITY WORLD, daily exceeding 25,000, Sunday 30,000.

GAZETTE, West Plains, Mo., leading paper in county. Best farming and fruit-growing district in West. Write for rates.

TO reach the 50,000 lead and zinc miners of Southwest Missouri, use the columns of the Webb City Daily and Weekly SENTINEL (successor to the TIMES). A live, progressive and up-to-date newspaper.

## MONTANA.

HELENA INDEPENDENT -- 6,240 Daily, 6,240 Sunday, 3,385 Weekly. Leading newspaper in Montana. Rowell's Directory gives it five times the circulation of any other Helena daily.

## NEW JERSEY.

THE DECKERTOWN INDEPENDENT has the largest circulation of any paper in Sussex Co.

WOMEN are great readers of the Hed Bank REGISTER, because it gives special attention to church news, social events, births, marriages, deaths and general personal happenings.

## NEW YORK.

BRAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of BRAINS free. Advertising rates on application. BRAINS PUBLISHING CO., Box 552, New York.

## NORTH CAROLINA.

THE NEWS is not only the only afternoon paper in Charlotte, a city of 19,661 population, but it has a larger circulation in this city than any other paper. The same is true of the TIMES (weekly) circulation in Mecklenburg County. The NEWS and TIMES combined have more circulation in Charlotte and Mecklenburg than any other three papers. Advertising rates are reasonable. W. C. DOWD, Editor & Proprietor.

## OHIO.

DAYTON MORNING TIMES, EVENING NEWS, WEEKLY TIMES-NEWS, 14,000 daily, 4,500 weekly.

LEADING daily and weekly papers in Eastern Ohio. THE VINDICATOR, Youngstown, 8,400 d., 6,000 weekly.

THE PRESS, Columbus, only Democratic daily in Central Ohio. F. J. WENDELL, sole advertising agent, Tribune Bldg., New York City.

## PENNSYLVANIA.

THE PATRIOT, Harrisburg, Penna. Forty-third year. Politics, independently Democratic. Leading paper at State capital; 8,000 daily, 6,000 weekly. Rates low. Population 54,000.

**INTELLIGENCER**, Doylestown, Pa. Oldest papers in the county—weekly established 1804, daily established 1886; stanchest papers in the county; the only journals owning their home; only exclusively home-made papers in the county, never having resorted to plate matter nor patent sheets. Send for map showing circulation. **PASCHALL & CO.**, Doylestown, Pa.

**NOT** Blue-bloods, but Hustlers. There is no better clement of population anywhere than is to be found in the old southeastern section of Pennsylvania. It is here that the **Chester Times** circulates and reaches every home with its bright home news. Its readers know what they want and have the money to buy it. Thirty-two thousand of the best of these read the **Chester Times** each day. **WALLACE & SPROUL**, Chester, Pa.

## TENNESSEE.

**CHATTANOOGA**, Tenn., has 50,000 people. The **EVENING NEWS** has 35,000 readers. It is an up-to-date newspaper, full Associated Press day report, Mergenthaler machines, perfecting press. Serves all nearby railroad towns every day. Greatest local circulation. Best and largest list foreign advertising any paper in the South. Write for rates.

## TEXAS.

**DAILY AND WEEKLY ENTERPRISE**. Largest circ'n in Cleburne and Johnson Co., Texas.

## VIRGINIA.

**LYNCHBURG NEWS**; only morning paper; 25,000 population, established 1866; daily, 2,600; Sunday, 2,600; weekly, 3,000. Let us submit prices and papers for examination. Leading paper west of Richmond. **H. D. LACOSTE**, 38 Park Row, New York, Manager Foreign Advertising.

## WASHINGTON.

**SEATTLE TIMES**.

**SEATTLE TIMES** is the best.

**THE TIMES** is the home paper of Seattle's 60,000 people.

**SEATTLE'S** afternoon daily, the **TIMES**, has the largest circulation of any evening paper north of San Francisco.

## WISCONSIN.

**WISCONSIN AGRICULTURIST**, Racine, Wis.; 5 lines, 1 time, \$1.

**WISCONSIN AGRICULTURIST**, Racine, Wis.; semi-monthly. Established 1877.

**WISCONSIN AGRICULTURIST**, Racine, Wis. Rates, 20 cents a line; circulation, 28,000 guaranteed.

**SUPERIOR TELEGRAM** pays advertisers. "I am a regular advertiser in the columns of your paper, and find that we get good results, not only in the local field but also in the neighboring towns." Circulation 5,500 daily. Prices for space of **H. D. LACOSTE**, 38 Park Row, N. Y.

## CANADA.

**\$5.50** A line yearly. 20 best papers in Prov. Quebec. **E. DESBARATS**, Ad Agency, Montreal.

**BIG** city dailies claim to do it all. They do reach a handful of business men and politicians in the towns, but wise advertisers reach the people by aid of the best local papers. The **Berlin Record** (d and w) is clean, bright and popular and goes into more homes in its territory than any other newspaper. Rates on application. **W. V. UTTLEY**, Mgr., Berlin, Ont.

## HAWAIIAN ISLANDS.

**STAR**—Daily and weekly. The live, popular paper of the country. Covers the group completely. Honolulu, H. I.

## CLASS PUBLICATIONS.

### ADVERTISING.

**BRAINS**, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of **BRAINS** free. Advertising rates on application. **BRAINS PUBLISHING CO.**, Box 573, New York.

### AGRICULTURE.

**BREEDER AND FARMER**, Zanesville, O.  
**WISCONSIN AGRICULTURIST**, Racine, Wis.  
**PACIFIC RURAL PRESS**, San Francisco, Cal.  
**FARMERS' HOME JOURNAL**, Louisville, Ky., goes weekly to 13,000 of the wealthiest farmers of Kentucky and Tennessee.

### CARRIAGES AND WAGONS.

**THE HUB**, 247 Broadway, New York. The leading monthly, containing all that pertains to the art of carriage building, and circulated all over the world.  
**THE HUB NEWS**, 247 Broadway, N. Y. The only weekly paper published in the interests of vehicle mfrs. and dealers.

### DANCING.

**THE BALL ROOM**, Kansas City. Semi-monthly.

### EDUCATIONAL.

**THE SOUTHERN SCHOOL**, Lexington, Ky., 1886, sworn circulation 6,002 copies weekly—largest circulation in Ky; outside of Louisville. Official organ Ky. and Ala. State Boards of Education. Rates and sample copy free.

### GROCERIES.

**GROCERY WORLD**, Philadelphia, Pa. The largest paid circulation; the most complete market reports; the largest corps of paid correspondents of any grocery journal published in the world. Send for free sample copy.

### HARDWARE AND HOUSE FURNISHING.

**HARDWARE DEALERS' MAGAZINE**. Largest circulation in its field.  
**D. T. Mallett**, Pub., 271 Broadway, N. Y.

### HISTORICAL.

**THE AMERICAN HISTORICAL REGISTER**, a "Monthly Gazette of the Patriotic Hereditary Societies of the United States of America. Send for advertising rates and specimen copies. 130 S. Sixth St., Philadelphia, Pa.

### HORSE INTERESTS.

**COACHING**, Philadelphia, Pa. 4,000 monthly.

### HOUSEHOLD.

**DETROIT COURIER**, 31 years old. Has a village and farm circ'n around Detroit greater than any other weekly. Ad rate 60c. per inch.

### MEDICINE.

**LEONARD'S ILLUSTRATED MEDICAL JOURNAL**, Detroit, Mich., has 10,000 each issue; proved.

### MEDICINE AND SURGERY.

**WESTERN MEDICAL AND SURGICAL REPORTER**, St. Joseph, Mo.

### MINING.

**MINING AND SCIENTIFIC PRESS**, San Francisco.

### MOTOCYCLE.

**MOTOCYCLE**, 1636 Monadnock Block, Chicago.

### PAINTING.

**PAINTING & DECORATING**, 247 Broadway, N. Y. The finest and most complete paper published for the trade—one issue worth more than price of a year's sub'n.

### TEXTILE.

**TEXTILE WORLD**, Boston. Largest rating.

# Don't go it

The actual value of newspaper advertising—so circulation. The number of papers that furnish advertisements are few; in other words, newspapers sell space in the knowledge of what he is buying. He may get all the reason that a paper does not give its actual paid circulation statements concerning it, or else because it is so small to state the exact figures. When a paper does make a statement of its actual number of paid subscribers on its lists—the advertiser. Here is something he wants. When he purchases advertising space he is buying and goes into the transaction feeling assured. The San Francisco Examiner is one of the few papers that publish early part of each month the San Francisco Daily Examiner's exact circulation during the month previous. This is printed, but those actually paid for. No other San Francisco paper is punishable in California as a misdemeanor. The advertiser swears to his statements, and presents to advertisers every day the truthfulness of its statements—books, press-rooms, everything.

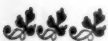
*The average Paid Circulation of the  
San Francisco Daily Examiner . .  
During February was . . . . .*

**73,000**

**E. KATZ, 186**

# it Blind! —

Advertising—so say experienced advertisers—is based upon paid circulation. To furnish advertisers with such information is, however, comparatively small space in their columns without giving the purchaser positive assurance that he gets all he pays for, but the chances are against it. The advertiser's paid circulation is either because it has already made misstatements so small that it fears to let the advertising public know the truth, or because it makes a statement giving its exact net circulation—that is, the net circulation—the act is quickly appreciated by the experienced advertiser. When he purchases space in a paper of this kind he knows what he is getting and feels assured that it is not a “cat in the bag” proposition. Few papers that makes a statement of this kind. During the week the San Francisco Daily Examiner makes a sworn statement showing the net circulation. This statement shows not only the number of copies of the paper but also the number of copies of the paper. The San Francisco daily does this. Circulation falsification is a crime. The Examiner makes all contracts on the basis of its net circulation. It gives every opportunity of assuring themselves of the truthfulness of its circulation everything open to advertisers.



# 3,619

*Copies  
Each  
Issue.*



186 World Building, Eastern Representative.

## PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

For ten dollars, paid in advance, a receipt will be given covering a paid subscription from date to (January 1st, 1901) the end of the century.

**CIRCULATION:** A detailed statement of the number of copies printed of every issue of **PRINTERS' INK** for the full year 1896, prepared to be placed on file with the editor of the American Newspaper Directory, so that the circulation may be correctly rated in the issue of that book 'or 19', shows that the actual average edition for the year was 21,913 copies; for the last six months, 22,434 copies; for the last three months, 24,384 copies and for the last four weeks, 27,100 copies. The smallest issue during the year numbered 14,300 copies. The largest, 40,300 copies. The year 1896 opened with nearly twice as many names on the subscription list as had place there at the beginning of 1895. The regular issues of **PRINTERS' INK** for the first ten weeks in 1896 were:

January	1	20,700
"	8	20,800
"	15	22,700
"	22	24,200
"	29	25,470
February	5	26,050
"	12	27,450
"	19	26,550
"	26	26,750
March	4	30,250

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at same rate.

Publishers desiring to subscribe for **PRINTERS' INK** for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving **PRINTERS' INK**, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

NEW YORK OFFICES: NO. 10 SPRUCE STREET.  
LONDON AGENT, F. W. SEARS, 138 Fleet St.  
CHICAGO, BENHAM & INGRAHAM, 315 Dearborn St.

NEW YORK, MAY 6, 1896.

CRISP, short paragraphs, containing germs of sense, are always wanted for the editorial pages of **PRINTERS' INK**. They must be short, state a new idea or aptly illustrate an old one. All used will be paid for, all others returned.

AN advertiser who copyrights an illustration which is a reproduction of a famous painting, or of an uncopied painting which has been exhibited, is cut off from any action for infringement under his copyright. The case from which this law is deduced (*Pierce & Bushnell Mfg. Co. vs. Werckmeister*, 72 Fed. Rep. 54) was of a German artist who completed a painting in 1891, which he publicly exhibited at Berlin from January to March, 1892, and at Munich in the summer of 1892. This the court holds was a publishing of the painting, which cut off any right of action under a copyright, apparently otherwise perfect, procured at Washington May 15, 1892, the painting not having any copyright notice on it at the time it was exhibited.

ONE may prune an ad down too much as well as too little.

THE advertiser who makes his appeal to the middle classes has a better show of success than any other.

THE condition of the Denver newspapers is this: The *Rocky Mountain News* is the successful newspaper and the one, in my opinion, of the largest circulation. The *Republican* is the newspaper representing the Republican party, and its prestige and patronage is brought about by that fact. The *Denver Evening Times* is a corporation newspaper, practically owned by the corporations and bankers of the city, and is always on the unpopular side of all questions. These three newspapers have formed a newspaper trust. The opportunity of the *Post* is brought about by the fact that the afternoon paper is a corporation organ and the people really wish a new paper that is open, that is free.—H. H. Tammen, Feb. 7, 1896.

THE gleanings from advance sheets of the American Newspaper Directory printed in this and other issues of **PRINTERS' INK** are so many rays of light thrown upon the work, enabling the observer to detect flaws wherever such may exist. A fault discovered and pointed out may be remedied and caused to disappear from future issues, but so long as a fault remains unknown or unsuspected its cure is not probable. Every publisher of a newspaper who placed on file at the Directory office a true statement concerning all the issues of his paper for the year 1895, and signed and dated it, and who finds, when the Directory appears, that his paper is not rated in accordance, is promised a written apology and a check for \$100 for the discovery of the error.

UNLESS the Post-Office Department this year varies from the practice of the past, we shall soon see tons of campaign newspapers going through the mails at a cent a pound, without any pretense of having subscribers. Business men, members of boards of trade and chambers of commerce see these things and know that the "privileges" extended to political clubs would not be allowed to any mere business enterprise, even if conducted as much for the benefit of the entire community as a Presidential election is. Let Congress introduce reform

into the post-office methods of dealing with second-class matter, and publishers will cheerfully conform to just requirements. In order that all may enjoy their rights, let the Department practice of granting "postal privileges" be cut off.

A NEWSPAPER man, much opposed to doing what is called exchange advertising, decided, one day, to make an exception to his rule and do a little exchange advertising with the advertiser's favorite paper, PRINTERS' INK. He thereupon sent an order to be executed upon an exchange basis, and received it back by return mail with the information that if PRINTERS' INK ever did do any swap advertising, the other paper to the transaction would have to be way, way up in the scale of value—*something very much out of the ordinary*. Readers of PRINTERS' INK expect to see in its advertising pages the announcements of papers that are a good deal more than common everyday affairs. All the "just ordinary" newspapers will do better to devote their spare funds to postal cards and their surplus time to writing letters, for in no other way can they accomplish so much in the direction of pestering advertisers, making their mails plethoric and their tempers apoplectic.

### IS THERE ANYTHING IN IT?

A Canadian newspaper is distributing handsomely printed or lithographed copies of the three communications reproduced below:

Offices of the  
"DAILY AND WEEKLY STAR,"  
163 and 165 St. James street.  
MONTREAL, April 13, 1896.

DEAR SIRS—You get credit for being shrewd advertisers, and we have no doubt you deserve the name.

You will assuredly feel an interest in the inclosed correspondence with the Montreal Star. Yours sincerely, GRAHAM & Co.

Offices of  
ADVERTISERS GUARANTEE Co.,  
218 La Salle street, Chicago.  
Circulation of publications guaranteed  
and bonded by a trust company.  
CHICAGO, Ill., March 28, 1896.

Publisher Star, Montreal, Can.:

DEAR SIR—Do you recognize the importance of a large circulation?

Do you believe all publishers are honest in their circulation statements?

Do you believe honest publishers should "train" in a class by themselves and furnish undisputed evidence of circulation?

Do you believe a statement of your circulation, supported by the sworn report of expert examiners, and guaranteed by a bond in the penal sum of \$50,000, worth its face,

would help you as against the unsupported statement of your unworthy competitors?

Do you believe advertisers would spend more money in such a class of papers, as against publications of doubtful standing as to circulation?

Would not a large amount of the money now expended in bill board and street cards be diverted to the coffers of the newspaper if the advertiser were convinced he was getting the circulation claimed?

Are you sufficiently interested in this subject to write us your answers to the foregoing questions?

If you are, we will inform you fully regarding our aims and purposes.

ADVERTISERS GUARANTEE Co.  
J. W. McCauley, Manager.

Offices of the  
"DAILY AND WEEKLY STAR,"  
163 and 165 St. James street.  
MONTREAL, April 6, 1896.

Advertisers Guarantee Company, 218 La Salle Street, Chicago, Ill.:

GENTLEMEN—Replying to yours of the 28th ult., we may answer categorically:

We believe all publishers should be willing to furnish undisputed evidence of circulation, and that all advertising contracts should be based upon the truth of such statements, practically putting the publisher under compulsion to prove his figures. The Montreal Star makes no restrictions to advertisers' rights in this respect.

We believe statements of circulation, supported by sworn reports of expert examiners, and guaranteed by bonds, would help reliable publishers against unsupported statements of unreliable publishers. The Montreal Star gladly supports the bond guarantee plan.

We believe advertisers would ultimately spend more money in papers thus supported than they would otherwise do, because they could intelligently discriminate and save vast outlays misdirected. The Montreal Star believes honest publishers should help to protect advertisers against deception.

We are satisfied publishers who make honest statements of circulation suffer from the fact that a large number of publishers are known to issue deceptive statements, and as a result, publishers as a class become discredited. The best papers suffer to some extent from this general reputation. The Montreal Star believes honest publishers are themselves to some extent to blame for the prosperity of deceitful publishers.

We have always favored a compulsory law obligating publishers to publish regular statements, subject to severe penalties for misrepresentation. The Montreal Star offers to pay a large share of legitimate expense in procuring such legislation. Yours truly,  
(Signed), GRAHAM & Co.

This is a good time to urge the adoption of "Manhattan" as the name of the Greater New York. There is no historical reason for the name New York which appeals to American sentiment. The appropriateness, convenience and popularity of "Manhattan" are evident in its very frequent adoption as a name by institutions here. Let the new city be Manhattan, with its New York, Brooklyn, Westchester, Staten Island and other districts all but parts of one stupendous whole—Manhattan.



## ADVERTISING IN HOTEL PAPERS.

*By L. James.*

The hotel business is well represented to the newspaper field. Indeed, it is a matter of surprise that there should be so many publications devoted to hoteldom. Every hotel paper appeals to a limited circle of readers. Hence the actual circulation of hotel papers is remarkably small. There may be one or two of these publications with a paid subscription list of 2,000 names. Several of them print more than 2,000 copies, but the surplus is sent gratis to the various hotels over the country.

Thus, the subscriptions form a small part of the income of hotel papers. It is the advertisements that keep them going. And, all things considered, some of the hotel papers have been unusually successful in obtaining a very large and profitable advertising patronage. This, of course, is the result of the activity and energy of their solicitors and canvassers.

There is a difference between the hotel papers issued daily and those published weekly and monthly. There are daily hotel papers in the large cities—in New York, Philadelphia, Chicago, St. Louis, Cincinnati, Kansas City and Omaha. The circulation of the daily is confined exclusively to the city in which it is published. It has no sale to speak of outside of its own city. The weekly and monthly hotel papers have a more general circulation. Copies of the weeklies published in New York can be found in the reading-rooms of hotels from the Atlantic to the Pacific Coast.

The principal object of the daily hotel paper is to report all the arrivals at the hotels. A list of names and addresses is taken from the hotel registers. As many of the guests are merchants and buyers, who come two or three times a year to the city to purchase goods, the paper prints the name of the house or firm they represent, and the kind of business they are engaged in. All this is for the information of the large jobbers and dealers, who are on the look out for customers. Early in the morning their representatives call at the hotel, and it is not uncommon for the out-of-town visitor to find half a dozen cards, or as many people, awaiting him after breakfast. He may be pleased or flattered at so much attention, and he may think that he is "a person of some importance."

The advertising in the daily hotel papers consists, for the most part, of the hotels, theaters, railroads, jobbers and dealers, and of a few persons who cater more or less for hotel trade. The daily paper is usually a four-page sheet, and the subscription price is comparatively high, or about \$18 a year. The weekly hotel papers consist of from 16 to 24 pages, and the subscription price is low, or about two dollars a year.

The advertising in the weekly hotel papers is more varied than that in the dailies. Of course, the announcements of the various hotels occupy considerable space. Then come the advertisements of those who supply hotels with things of one sort or another. This includes furniture and fixtures of different kinds, silverware, wines and liquors, provisions, bedding, linen, kitchen utensils, etc. The argument is, that the hotel paper is the best medium for advertisers to reach the hotel trade.

It is doubtful if the advertisements of the hotels themselves really pay the proprietors. I do not suppose that the announcements, either large or small, of big hotels, say like the Waldorf, Holland, Savoy, Brunswick, Grand Union and others in New York, bring much new business or many additional guests. The hotel papers are read mostly by hotel men, and not by the general public that might be influenced by an advertisement. However, the hotel proprietors and managers find it desirable to have the good-will and support of their papers. They can usually receive a "nice notice" or a "personal mention." Their pictures are often published, and their lives are "written up" in fine style. All this is part of trade journalism, and both sides are pleased with the arrangement.

The amount of hotel advertising increases during the early winter and early spring. The winter resorts make an extensive display, and so do the summer resorts. As a rule, the papers give the short-season hotels a reduced rate. Those who advertise their hotels the year round are also allowed a good discount from the card.

Speaking of advertising rates, those charged by hotel papers seem high. They are certainly above the average rates of the other trade papers. Two of the weekly hotel papers in New York ask 15 cents per line, or \$18 for



one inch for three months, and \$60 a year per inch. This makes a very valuable page.

There is one daily and three weekly hotel papers in New York City. The *Daily Hotel Reporter* has a circulation of about 1,200, and contains a fair amount of advertising. The weekly papers claim a circulation of over 2,500 and are rated H by the American Newspaper Directory. The *Gazette* is the longest established, and seems to be the strongest of the list. It is well edited, and is as aggressive as any paper of its class. The *Hotel Mail* is in its thirty-eighth volume, or nineteenth year. Its advertising columns are well filled, although the reading matter is rather commonplace. The *Hotel Register* is a curious product of trade journalism. Its long-winded announcements continually kept standing on the editorial page are worth reading, if nothing more than for amusement. The publisher and editor are said to be assisted by an able corps of associates. Then follow the names of the "European editors" in London and Paris; the editors of culinary, local and building news; "reporters and correspondents"—too numerous to mention; heads of business, cash, subscription and mailing departments.

I understand that all three of these papers issue a weekly supplement, which is for the exclusive benefit of their advertisers. The *Register* gets out a "Building News," which contains items relating to the new hotels; the changes, repairs and refurnishings contemplated or already undertaken. This extra sheet is supposed to give advertisers advance "pointers," so that they may be early on the ground and take advantage of their information.

There are three hotel papers in Chicago: *Daily National Hotel Reporter*, *Hotel World* and *Hotel Monthly*. The *Reporter* was established in 1871 and has a circulation of about 1,100. It has been for many years under the management of F. W. Rice. The *Hotel World* is a weekly, and the circulation given by the American Newspaper Directory is exceeding 2,250. Its field is more especially in the Western and Northwestern States.

The two papers of Boston are: *The Hot. l* and *Murdoch's Hotel Bulletin*. The first-named is a monthly now in its fourth volume, with a circulation of about 1,000. The *Bulletin*

began publication only the latter part of March, this year. For some reason Boston has not been a congenial place for the prolonged existence of hotel papers. *The Hotel*, however seems to be doing well and may occupy a good field.

The *Daily Hotel Reporter*, published at Philadelphia, is well conducted, and has a circulation of about 1,000. Its mission is the same as the other dailies—that is, to give the hotel news and arrivals in the Quaker City.

There are *Daily Hotel Reporters* published at St. Louis, Cincinnati and Omaha. They are on the same lines as those already mentioned, and with about the same circulation.

The *Daily Hotel Gazette*, published at Kansas City, is a prosperous enterprise and is well edited. It enjoys a good advertising patronage, and, according to the American Newspaper Directory, has a guaranteed circulation of 2,500, which is above the average for such a paper.

The *Hotel Bulletin*, published at Denver, Colo., has a small field of its own, and circulation of about 600. The same may be said of the *Hotel Gazette*, published weekly at San Francisco. It covers the Pacific Coast, and has, perhaps, a circulation of 400.

### TOO MUCH CONSERVATISM.

259 Ryerson St. }  
BROOKLYN, April 24, 1896. }

Editor of PRINTERS' INK:

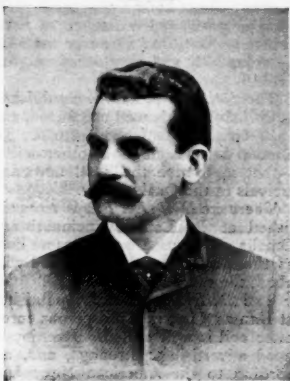
I have just been looking over the schedule of rates of the Washington *Evening Star*, sent me from their office lately, and note with surprise that they charge their patrons extra for changes if more frequent than once a month. I think the *Star* is one of the papers approved by PRINTERS' INK as among the best papers, but such a practice is contrary to all the teaching of The Little Schoolmaster.

THOS. D. McELHENIE.

The Washington *Star* is very conservative. Taking its circulation and the character of it, Mr. McElhenie will find the *Star's* rates very low as compared with similar papers, even after he pays the extra price demanded for frequent changes. The *Star* is wrong, however, and behind the times. The perfect advertising rate-card will charge the same price for every insertion whether the matter appearing be new or old.

ADVERTISING is a tremendous waterfall. But it won't turn the wheels unless you turn it into the right channels, and unless you have the water wheels so that they can be turned when the great power strikes them.—*The Hardware Trade.*

## THE NEW YORK SPECIAL AGENTS.



J. C. BUSH.

J. C. BUSH was born Oct. 21, 1849, at Salisbury, Maryland. He entered the advertising business just twenty five years afterwards on his birthday, Oct. 21, 1874, in the office of N. W. Ayer & Son, Philadelphia, where he remained ten years. After resigning his position with Ayer & Son, he went to Chicago as special agent for St. Louis *Republic*, Louisville *Courier-Journal*, St. Paul *Pioneer-Press* and Chicago *News*. Two years later he came to New York to take charge of the contract business of the New York *Sun*. Three years later he formed his "Star List" of agricultural papers, and for eight years has not only continued to represent his original "7" but has added new papers to his list until it now covers every desirable portion of the West from Ohio to California. He also represents a few religious papers. His office is in the Times Building. He represents the following papers:

CALIFORNIA.	
San Francisco.....	Pacific Rural Press
COLORADO.	
Denver.....	Field and Farm
ILLINOIS.	
Chicago.....	Farmers' Review
Moline.....	Western Plowman
Quincy.....	Farmers' Call
INDIANA.	
Indianapolis.....	Indiana Farmer
IOWA.	
Des Moines.....	Iowa Homestead
Des Moines.....	Western Farm Journal
KANSAS.	
Atchison.....	Missouri Valley Farmer
Topeka.....	Kansas Farmer
KENTUCKY.	
Louisville.....	Farmers' Home Journal

LOUISIANA.	
New Orleans....	Southwestern Presbyterian
New Orleans.....	Christian Advocate
MICHIGAN.	
Detroit.....	Michigan Farmer
MINNESOTA.	
St. Paul.....	Northwestern Farmer
MISSOURI.	
Kansas City.....	Live Stock Indicator
St. Louis.....	Colman's Rural World
St. Louis.....	Central Baptist
NEBRASKA.	
Lincoln.....	Nebraska Farmer
NEW MEXICO.	
Las Vegas.....	Stockgrower and Farmer
OHIO.	
Cincinnati.....	American Grange Bulletin
Cleveland.....	Ohio Farmer
Cleveland.....	Catholic Universe
OKLAHOMA.	
Guthrie.....	Home, Field and Farm
SOUTH DAKOTA.	
Aberdeen.....	Dakota Farmer
TENNESSEE.	
Nashville.....	Baptist and Reflector
TEXAS.	
Dallas.....	Texas Farm and Ranch
Dallas.....	Texas Baptist and Herald
WISCONSIN.	
Fort Atkinson.....	Hoard's Dairyman
Racine.....	Wisconsin Agriculturist

LOUIS V. URMV. was born in 1869, and educated in the public schools. He started thirteen years ago as file boy with the Geo. P. Rowell Advertising Co., and went through every branch of the business during the five



LOUIS V. URMV.

years he remained with that concern, thus receiving a thorough and valuable education. He left to assist Mr. Wm. Wattenberg to publish the monthly paper, *Family Mail Bag*. From there he went to work for Mr. S. S. Vreeland, who at that time represented one of the best lists of out-of-town papers. He remained with Mr. Vreeland for

about three years and solicited business for his list of papers, although not yet twenty years old. He later worked for Thos. H. Child, better known as Child, the agricultural man, as he represented the largest list of agricultural papers then in New York. He remained with Mr. Child two years. Three years ago he started out as a full-fledged special agent. Mr. Army's office is in the Tribune Building. Following are the papers he represents :

Los Angeles.....	CALIFORNIA.....	Household
Chicago.....	ILLINOIS.....	Breeder's Gazette
Evansville.....	INDIANA.....	Journal
Evansville.....	IOWA.....	News
Sioux City.....	MAINE.....	Journal
Sioux City.....	MASSACHUSETTS.....	Times
Davenport.....	PENNSYLVANIA.....	Times
Waterville ..	TEXAS.....	Turf, Farm and Home
Boston.....		American Kitchen Magazine
Harrisburg.....		Call
Houston.....		Herald



LEWIS A. LEONARD.

LEWIS A. LEONARD was born in Talbot County, Maryland, July 10, 1846. He graduated at the West River Collegiate Institution and afterwards studied as a lawyer, but went early into newspaper work. He was one of the founders of the *Star*, at Cincinnati, and was editor and manager of the *Star* and *Times-Star* for fourteen years. During that time he was a director and vice-president of the National Associated Press and the United Press, which succeeded it. Mr. Leonard inaugurated the system of leased

wires for special service by out-of-town papers, the *Times-Star* being the first paper to secure this advantage in its news service. For the last six years he has been the advertising representative of the Toledo *Blade* and for the last three or four years has been located in the Tribune Building, where he represents :

Toledo.....	OHIO.....	Blade
Columbus.....	MAINE.....	Dispatch
Augusta.....		Comfort



S. C. BECKWITH.

THE S. C. Beckwith Special Agency was recently formed by Mr. S. C. Beckwith by taking into the concern as partners his two brothers, who have worked for him for fifteen and eight years respectively. It is admitted on all sides that Mr. Beckwith is the one New York special agent who secures most advertising for the papers he represents. No one can tell just what is the reason ; but everybody knows that for many years the largest patron of PRINTERS' INK has been this same successful special agent. When he consents to represent a new paper the advertisers of America are at once told about that paper's good qualities in the advertising pages of PRINTERS' INK, and the result is soon apparent. Publishers sometimes change their special agents, but when Mr. Beckwith's services are once secured changes do not occur. In the first six weeks of his engagement Mr. Beckwith forwarded more than \$40,000 in new advertising

orders to a paper recently taken on by him. The Beckwith Special Agency's offices are in the Tribune Building. It represents the following papers:

ALABAMA.	
Birmingham.....	State Herald
CALIFORNIA.	
Sacramento.....	Record-Union
COLORADO.	
Denver.....	Republican
Leadville.....	Chronicle
Leadville.....	Herald-Democrat
GEORGIA.	
Atlanta.....	Journal
KANSAS.	
Wichita.....	Eagle
LOUISIANA.	
New Orleans.....	States
MARYLAND.	
Baltimore.....	Morning Herald
MASSACHUSETTS.	
Boston.....	Traveler
MISSOURI.	
Kansas City.....	Times
St. Louis.....	Post-Dispatch
OHIO.	
Cincinnati.....	Tribune
Cleveland.....	World
OREGON.	
Portland.....	Oregonian
Portland.....	Telegram
PENNSYLVANIA.	
Pittsburg.....	Press
Philadelphia.....	Item
TEXAS.	
Austin.....	Statesman
Dallas.....	Times-Herald
Fort Worth.....	Gazette
Galveston.....	Tribune
Houston.....	Post
San Antonio.....	Express
Waco.....	Telephone
UTAH.	
Salt Lake City.....	Tribune
WASHINGTON.	
Spokane.....	Spokesman-Review
Tacoma.....	Ledger

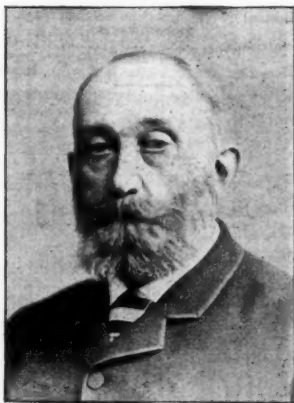


FRANK E. MORRISON.

MR. FRANK E. MORRISON was born at Marlow, New Hampshire, in 1865. In the early part of his life Mr. Morrison was engaged in the hotel business in Boston and New York. He was one of the first men to introduce the

typewriter into hotels. Mr. Morrison did not enter newspaper work until 1889, when he joined the staff of the *New England Magazine*, of Boston. Shortly afterward he came to this city as the New York representative of that paper. Mr. Morrison's office is in the Temple Court Building. He represents the following newspapers:

CALIFORNIA.	
San Francisco.....	News Letters
INDIANA.	
Indianapolis.....	Indiana Baptist
MASSACHUSETTS.	
Boston.....	The Atlantic Monthly
Boston.....	The New England Magazine
MINNESOTA.	
Minneapolis.....	North and West
MISSOURI.	
St. Louis.....	The Inland
St. Louis.....	Word and Works
NEW YORK.	
New York City.....	Toilettes
OHIO.	
Cincinnati.....	Light of Truth



C. S. FAULKNER.

C. S. FAULKNER was born at Boston, Mass., in 1837, and studied in the public schools of that city. In 1878 he started as a special agent, with offices at 23 Park Row, where he has remained ever since. Mr. Faulkner is one of the oldest special agents in New York. He is said to possess a goodly share of that geniality which is common to all specials, and to have a host of friends. He now represents:

GEORGIA.	
Savannah.....	Morning News
Macon.....	Telegraph
NEW YORK.	
New York.....	Sunday Mercury
New York.....	Faulkner's Magazine
SOUTH CAROLINA.	
Charleston.....	News and Courier

## FIRST NEW YORK ADVERTISERS.

THEIR CURIOUS ANNOUNCEMENTS IN  
NEW YORK NEWSPAPERS—DEVELOP-  
MENT OF ADVERTISING FROM ANTE-  
REVOLUTIONARY DAYS.

Newspaper advertising must have been an unimportant item in the expense account of New York merchants in the second quarter of the eighteenth century. The New York *Gazette*, which was founded by James Bradford at the beginning of that quarter, had during its early years very little advertising patronage, and one may say none from the shopkeepers. The few advertisements of that time, and, indeed, throughout the eighteenth century, were usually written in a simple, straightforward fashion. Advertising, in fact, was confined exclusively to special announcements necessitated by special facts or conditions. It was not, as now, an every-day matter of course, designed not only to set forth special facts, but also to keep a man's business before the public. There were no standing advertisements, as the phrase is. The New York *Gazette* much of the time contains less than one short column of advertisements. The issue of March 28, 1726, for example, has only three or four inches of advertising matter. One advertisement announces the coming sale of a plantation of 400 acres on the south branch of the Raritan River. Another offers for rent a dwelling and bake-house at Perth Amboy. There are no other advertisements save that of the publisher, who announces that the postmaster is authorized to receive advertisements. The issue of March 28, 1726, is, so far as advertisements go, much like every other issue of that year, and, indeed, of several succeeding years. By the year 1730, however, the advertising patronage of the paper had somewhat increased, and the issue of May 18 of that year has a full column of advertisements. Merchants, however, were not yet advertising. The city was small, and all its business houses must have been pretty well known to possible purchasers. Advertisements were restricted to announcements of real estate sales, offers of rewards for runaway servants or slaves, or announcements of the approaching sales of slaves. Almost the first ordinary business advertisement is the publisher's announcement that at his office "you may have old books

new bound either plain or gilt." There was a little more variety in the advertisements of July 13, 1730, for, in addition to offers of rewards for runaway slaves and notices of coming real estate sales, there was an appeal to an English immigrant to come forward and claim an estate coming to him in the mother country.

One of the earliest hotel advertisements is that of the Coach and Horses "in the Broadway in New York City," kept by Thomas Welch from London, where, according to the *Weekly Journal* of November 26, 1733, "very good entertainment for man and horse" is to be had, and there are "also horses to be let or stand at livery." The newspapers of the day had entered upon an era of scurrilous political advertisements, but as for the business life of the city, it still was not mirrored in the advertising columns. Sales of household goods were announced with amusing particularity. The *Weekly Journal* in one issue of 1793 contains this curious advertisement, doubtless with a hidden significance well understood at the time: "Here are many women in this town that these hard times intend to go to service, but as it is proper the world should know our terms, we think we should not be beat by our mistress' husbands, they being too strong, and perhaps may do tender women mischief. If any ladies want servants and will engage for their husbands they shall be soon supplied."

There was an occasional retail advertisement in the newspapers of 1733. Nathaniel Hazard offered very good Cheshire cheese near the Old Slip Market. "The famous German artist" announced sleight-of hand tricks at the house of a citizen living in Duke Street; the admission prices were one shilling, ninepence, and sixpence, and the hour of beginning was 7 o'clock every night except Saturday. One of the earliest patent medicine advertisements is contained in a newspaper of 1733. James Wallace, "who sells the Beatman drops," announces his removal to "a house belonging to James Levington in the Broadway, a little below Alderman Van Gelder, his house on the other side of the street." Wallace, unlike most advertisers of the period, appears in several successive issues of the paper, though his excuse for advertising was his removal. That was one of several excuses that

business men of that period seem to have thought it was necessary to find when advertising. It was not yet a matter of course that a business should be advertised.

The increase of ordinary business advertising was for some years extremely slow, and there was no attempt to make advertisements conspicuous either by position or typographical devices. Peter Lynch announced in 1734 "Very good orange butter, excellent for gentlewomen to comb up their hair with, and also cures children's foreheads." Grocers and bookbinders advertised a little that year.

Ten years later the New York *Post Boy* had a considerable variety of advertisements, though they mostly concerned shipping and real estate. Indigo, cannon, saltpetre and cutlery are advertised in a single issue, along with an invitation to "gentlemen, sailors and others" to join a privateer just fitting out against his majesty's enemies. There is an advertisement for bear's grease in large quantities several times repeated in 1744. It was about this time that there began to appear the characteristic advertisements of the mid-century period. They read as if they had been written with no special view to attracting public attention, though they are well enough expressed, but they must have mightily whetted the appetite of purchasers in the little provincial city. One of these announces "a very good assortment of European goods proper for the season, just imported from London in the ship Woodstock, Captain Exeter, and to be sold by John Provost." It was the thing to emphasize the European origin of goods, and an air of sincerity was conveyed by naming the ship and the master. It became the fashion later to enumerate the goods at considerable length. Advertisements were more often repeated than formerly, and the value of the newspaper as a regular advertising medium evidently began to be felt, but manifestly advertisements were not regarded as of great importance by the publishers, for time and again at later dates one of the newspapers announces that particular advertisements have been postponed to another issue, which meant a delay of a week.

There is a fine simplicity and directness in this advertisement: "John Browne, lately married to the widow Breese, continues to carry on the

leather-dressing trade at the dwelling-house of the late John Breese in the Smith's Fly, near Beekman's Swamp, or the Creple Bush." Browne kept this advertisement going for several issues. A dozen years earlier he would have been content with a single announcement. Richardson's "Pamela" is announced about the same time with this virtuous comment: "A narrative which has its foundation in truth and nature, and at the same time that it agreeably entertains by a variety of curious and affecting incidents is entirely divested of all those images which in too many pieces calculated for amusement tend to inflame the minds they should instruct."

The *Post Boy* had at this time from a page to a page and a half of advertising, most of it, however, dealing with real estate, runaway apprentices, and slave sales. One of the longest early patent-medicine advertisements occupies a third of a column in a newspaper of March, 1745. It recommends "tar-water" for malaria. A music-master in the same year says: "This is to announce to all young gentlemen who are willing to divert or improve a tedious hour that they may be taught by a very easy method the violin and flute by a gentleman lately arrived here."

Display advertising was common by 1787, though there were few cuts save at the head of shipping advertisements. A person with the unpromising name of Wragg made this announcement in 1787: "Gentlemen and ladies may be taught the French language in its utmost purity by one lately arrived from England, and who has made the tour of France." Marine insurance advertising began to appear about this time. By 1762 the *Post Boy* was devoting to advertisements a large part of its first page. There was plenty of display type, though much less than nowadays. A druggist announced half a dozen newly-imported patent medicines. Prices were still rarely announced, and the every-day devices of modern advertisers were unknown. A bookseller's advertisement occupied half a column, an unusually large space. There is a smack of the modern "ruthless sacrifice" in Bernard Lintot's modern announcement in January, 1765, that, owing to his intention to finish the sale of the goods he has on hand, in a short time, he will sell them at a much lower price than usual. Lodgings were

boldly advertised by this time, but the modern "help wanted" and "employment wanted" advertisements were rare. Thoroughly modern in tone, however, is a rag merchant's offer of prizes to the persons that shall bring the largest number of rags during the year 1765. The amount in each case must exceed 800 pounds, and the prizes are \$10 for the first, \$8 for the second, and \$5 for the third. Joseph Beck, stay-maker, assures the ladies of New York that "he will always make it his constant care to have the newest fashions early from London, which will prevent that disagreeable delay which ladies meet with by sending for their stays, and be a means of keeping the large sums of money that go yearly out of the country to London for stays." Booksellers were often large advertisers in the mid century period. H. Gaine has an advertisement of one and three-quarters columns in a newspaper of 1765, an almost unheard-of extravagance in his day, though the space would be less than three-quarters of a column in any New York morning paper of the present time. A dozen years later military advertisements were common. The *Gazette and Mercury* gave in one of its issues in 1777 half its first page to an advertisement of Lord Howe's proclamation. Advertisements took about this time the form they maintained for the next fifty years. Indeed, many features of eighteenth century advertising still survive. Display type became the rule for ordinary business advertising in the period of the Revolutionary War. The development in that direction had been some years in progress before the struggle began. Advertising cuts, hitherto confined chiefly to shipping advertisements, now began to appear. A furrier in 1777 frequently inserted cuts of a muff and a collar in the *Gazette and Mercury*. For several years he was the only merchant to employ advertising cuts. Patent medicine venders were among the largest advertisers during the Revolutionary War. By 1784 there was a marked increase in display type. Cuts began to be more frequent, though they were still rare. They continued to be so for twenty years or more.

There had been little or no play of humor in advertisements up to this time, and for a long time to come advertising was still a matter of strict business announcement, but in 1802

there occurs this announcement in a New York newspaper: "John Higgins would be unjust to himself if he did not recommend his mode of cutting hair, which he does in a manner almost to beautify the ugly." Higgins announces that he has just returned from "Ballstown" Springs, and is to be found at his shop in Pine street. He continues: "Sometimes it is said that man cannot be trusted to shave himself, can he then be trusted to shave others, or have we found angels in the form of barbers to shave him?" This advertisement occupies a third of a column, and it is adorned with an excruciating cut of a woman's head. The newspapers of 1810 and thereabouts have among other cuts one of the new steamboats for Philadelphia, which ran to New Brunswick, where the passengers were transferred to coaches. Cuts of ships, houses and coaches were common by that time, and shoemakers frequently inserted cuts in their advertisements. There was some attempt at classification by this time, and a few merchants were regular advertisers. Legal and political notices, shipping matters and real estate announcements still made up the bulk of the advertisements, and the advertising columns were not, as now, a complete index to the business life of the time. The newspapers seem still to have been little used as a means of communication between employers and those seeking work.

There were occasional humorous advertisements in the first quarter of the present century, but the middle of the century was reached without the introduction of any great variety of style into advertising. Even as late as the sixties a column advertisement was a rarity, and ordinary retailers seldom went beyond a quarter of a column. Patent medicines and amusements occupied the longest individual advertisements. Prices began about the mid-century period to be inserted in retail advertisements, but large business houses late in the sixties occupied in a week less advertising space than such houses now occupy on a single day.—*N. Y. Evening Post*.

#### POSTPONED.

"Too bad! There has been an accident to the machinery in the mill, and they can't send us any more of those goods at present," said the junior partner.

"It is too bad," replied the senior partner. "That clearing out sale will have to be postponed."—*Tit-Bits*.



**Displayed Advertisements.**

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

**WISCONSIN AGRICULTURIST,**  
RACINE, WIS.

**LETTERS** TO LET. \$1 to \$3! J. H. Goodwin, 1215 B'way, N. Y.

**Lynchburg NEWS** (2,600 D. & S. (3,000 Weekly).

**SUPERIOR TELEGRAM** Leading paper in Northern Wisconsin.  
**5,500 DAILY.**

**The Evening**



**Journal,**

JERSEY CITY, N. J.,

**IS GETTING ON NICELY, THANK YOU.**  
So are its advertisers. They find it pays.

**COMPLETE** Set of Hawaiian Island Stamps from 1864-92, 30 in set. Remittance must be sent with order per postal money order, or in U. S. greenback by registered mail. JAMES STEINER, Dealer in Hawaiian Stamps, HONOLULU, HAWAIIAN ISLANDS.

**MAIL TOPEKA, KANSAS**

Circulation 7,600 guaranteed—larger circulation than any other Kansas weekly. For rates, etc., address C. Geo. Krogness, Marquette Bldg., Chicago, Ill., Western Agent.

**"FISHERS OF MEN"**

The shrewd advertiser who drops his into the Jackson, Tenn.,

**..WHIG..**

is sure of a good catch. Only morning paper in a radius of one hundred miles—a veritable Alexander Selkirk in its territory. Jackson is an up-to-date city of 15,000 inhabitants without a clan or a mummy. It is a manufacturing, railroad and educational center and the trading mart of 300,000 people of snap, push and cash.

The WHIG is the key to the situation. L. J. BROOKS, Prop'r, Jackson, Tenn.

**H. D. LA COSTE,**

EASTERN REPRESENTATIVE, 38 PARK ROW, N. Y.

**THE ARCONAUT**

Is the only high-class Political and Literary Weekly published on the Pacific Coast. Thousands of single-stamped copies of it pass through the post-office every week, remailed by subscribers to their friends. It has a larger circulation than any paper on the Pacific Coast, except three San Francisco dailies. It goes into all the well-to-do families of the Pacific Coast. Over 18,000 circulation. • Argonaut Building, 213 Grant Avenue, San Francisco.

**Good Paper  
Good Ink  
Good Presswork,**



Render the advertising pages of

**THE  
PETERSON  
MAGAZINE**

**Especially attractive.**

Just as much care is taken with the advertising pages as with the illustrated and text pages. . . . .

That is one reason why advertisers appreciate and use the "**Peterson Magazine.**" Another—the rate of \$80 per page an issue by the year.

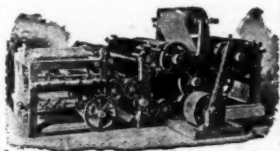
**The Peterson Company, 109 5th Ave.,  
... NEW YORK.**



## We Offer

to the trade the best 4 and 8  
Page PRESS on the market.

The "New Model" Web is sold  
on its merits for just what it will  
do, for the economical conditions  
under which it can be run, and for  
the large and well-printed product  
which it will produce—not in  
spurts, but all the while.



Campbell Printing Press & Mfg. Co.  
6 Madison Avenue, New York.  
334 Dearborn Street, Chicago.

Organ of the Young Republicans  
of Michigan.

## Truth

Detroit, Mich.

Combination of Old Critic  
and World.

A GUARANTEED Circulation of

...28,000...



For advertising rates address  
HOME OFFICE, or

H. FRANK WINCHESTER,

10 Spruce St., N. Y.

Sole Eastern Representative.

SPIRITUALIST PAPER

## Light of Truth.

Established 1886.

Circulation 27,000 WEEKLY.

SEND FOR SAMPLE COPY.



FRANK E. MORRISON,

Publisher's Special Agent,

TEMPLE COURT, New York.

BOYCE BUILDING, Chicago.

LYNN S. ABBOTT, in charge Chicago Office.

The 

## American Farmer.

WASHINGTON, D. C.

The oldest agricultural paper  
in America.

**PAYS ADVERTISERS.**

Published on the first day of  
every month.

OVER

**100,000 COPIES....**  
**....EACH ISSUE.**

New York Office:  
66 World Building.

**BYRON ANDREWS,**  
Manager.

## To School Advertisers...

**THE CHURCH STANDAND**  
during the past season carried 50  
per cent more school advertising  
than during any previous year in  
its history.

We have received during the  
past year more unsolicited testi-  
mony as to its value as a medium  
for this class of advertising than  
we have received during any pre-  
vious year.

It stands upon its own merits  
entirely. If it cannot help you  
fill your school, it does not want  
your business. What it does ask  
at your hands is a trial. If any  
paper circulating in the Protest-  
ant Episcopal Church, particularly  
in the great Middle Belt, can help  
you it is

**The Church...  
...Standard.**

Special rate for 1896.

**THE CHURCH STANDARD COMPANY**  
Philadelphia, Pa.

# Hello...

Is this the Advertising Office of the Christian Guide,  
published weekly at Louisville, Ky. ?

Yes, sir !

Well, how about our change of copy for next issue ?

Have you ordered it ?

Yes ; order went last night, will it be filled promptly ?

Yes, sir.

What kind of Advertising do you consider best adapted  
to our use, display or reading matter ?

Display, as our artist says it is a splendid subject for  
illustrating and he can do excellent work.

All right, I thank you for giving it so much careful at-  
tention, and I am sure good results will follow.

....GOOD BYE.

Always address

**H. C. HALL, Advtg. Mgr.,**

22 Witherell Street,

**DETROIT, MICH.**

# Anzeiger... Des Westens

ESTABLISHED  
1834

THE GREAT GERMAN-AMERICAN  
PAPER OF THE WEST AND  
SOUTHWEST

DAILY, . 8 pages  
SUNDAY, 24 to 32 pages  
WEEKLY, . 12 pages

The leading, the foremost German daily of St. Louis—  
its circulation by far exceeds that of all the others.

The **Anzeiger des Westens** pays more postage for its issue  
through the mails than any other German paper in St. Louis.

The **Anzeiger des Westens** covers the German field of the  
West and Southwest.

THE ANZEIGER DES WESTENS is always ready and willing to prove by a  
comparative investigation of all books—not of cash books only, which  
may be doctored—nor by affidavits, which some persons with an  
elastic conscience, and no sense of dishonor, make as easily as eating  
a good dinner, but by an investigation of everything, that its circula-  
tion is far greater than the circulation of any other German paper in St.  
Louis.

JOHN SCHROERS  
BUSINESS MANAGER

EMIL CARO  
ADVERTISING MANAGER

Anzeiger Association

PUBLISHERS

ST. LOUIS

## Write

## FOR TERMS FOR SPACE

And see what the

## UNION GOSPEL NEWS

Offers to advertisers. There  
is no better medium by which  
to reach the people who read  
ads. Address

**The Union Gospel News,**  
CLEVELAND, OHIO.

Our Undenominational Weekly  
Paper for the homes contains Dr.  
Talmage's Sermon, contributions  
from

D. L. MOODY,  
REV. E. H. BYINGTON,  
" B. FAY MILLS,  
" J. C. COLLINS,  
" E. P. HAMMOND,  
PROF. GRAHAM TAYLOR

and other famous Evangelists  
and Christian workers. Stirring,  
Attractive Stories, Notes on C. E.  
Topics and S. S. Lessons. Has  
every thing that pertains to an in-  
teresting and helpful home paper.

# Women Will Shop

Brooklyn women are no exception to the rule. They read the ♣ ♣ ♣

## STANDARD UNION

before starting on their shopping tours because their faith in the paper strengthens their faith in its advertisers. Have you anything to sell that women want? If you have—enough said. ♣ ♣ ♣ ♣ ♣ ♣

# The Lookout,

CINCINNATI.

Average Weekly Circulation during 1895

**GUARANTEED ... 27,733 ... GUARANTEED**

### ADVERTISING RATES:

**Display, 20 cents per line.**

**Reading Notices, 40 cents per line.**

Basis of Measurement, AGATE.

Preferred position, 20 per cent extra.

No advertisement less than five lines.

**PROOF:** Post-Office Receipts; the Subscription List; Paper Mill Account; Press-Room Register.

### DISCOUNTS For Space Used Within One Year.

250 lines,	10 per cent
500 "	15 "
750 "	20 "
1000 "	25 "
2000 " and up,	30 "

Positively no deviation from these rates.

**H. C. HALL,** Advertising Mngr.,

**22 Witherell St., DETROIT.**

January 1, 1896.

....THE....  
**EFFICIENCY**  
 OF THE  
**DAYTON** Morning Times  
Evening News

in reaching the homes of the City and suburbs very thoroughly, is demonstrated with satisfactory results by the leading merchants daily . . . . .

"Three months' advertising in Evening News brought greater returns than all the other Dayton dailies combined, for twice that period. It seems to reach the buying masses." ❀ ❀ ❀ ❀

That's what one merchant writes--and there are others . . . . .

A  
 Combined of **14,000 Daily**  
 Circulation

They are unconditionally the best. We furnish prices for space and copies of the papers for examination when desired

38 PARK ROW  
 NEW YORK

**H. D. LA COSTE**

**EASTERN  
 MANAGER**

---

# \$1,000

in  
Cash Prizes  
for  
Ad-Smiths

---

For full particulars send for a ninety-two-page pamphlet, telling all about the American Newspaper Directory, its aims, objects and methods. This pamphlet has been specially prepared for the use of ad-smiths in the competition invited for the \$1,000 in Cash Prizes offered for the advertisements best calculated to sell a book. The pamphlet is now ready and will be sent free, postage paid, to any address.

Address all communications to

THE EDITOR OF  
THE AMERICAN NEWSPAPER DIRECTORY,  
10 SPRUCE ST., NEW YORK.

## The American Newspaper Directory.

A GUIDE TO SUCCESSFUL ADVERTISING.

All advertisers when starting out look forward to success, but the quickest and best way to accomplish this and to start right, and to be well for the advertiser or prospective advertiser to recognize the fact that it would be as foolish to undertake to place his advertising without consulting the AMERICAN NEWSPAPER DIRECTORY, as it would be for a ship to go to sea without a rudder. The AMERICAN NEWSPAPER DIRECTORY is the only book of its kind published, and contains information not found in any other book. Of course there are other directories, (all good things are imitated,) but the AMERICAN NEWSPAPER DIRECTORY is the only one that can be relied upon. It has been published annually for all years and contains over 1000 pages.

### What It Contains.

It contains a catalogue of over 20,000 newspapers published in the United States and Canada, and arranged according to state, city, county, town and class; their names, when established, when issued, character, form, size, politics, religion, circulation, subscription price, editor and publishers names; the location of the town or city, its population, and much valuable information in reference to the industries of each particular city or town, which enables an advertiser or business man to decide whether that particular territory is suitable for his line of business, and whether it would be of use to send his salesmen there or to advertise in the local papers.

This information alone is worth many times the price of the book, which is only \$5.00, delivery charges paid. You had better place your order on file for the 1916 issue, which will be ready for delivery in June.

A few copies of the 1915 directory are still procurable at the same price.

### A Personal Experience.

Some time ago the writer of this advertisement was placing on the market a proprietary article, and advertised in papers of large circulation. A representative of a local paper called one day, and claimed a circulation of 150,000 copies. I looked up the rating in a couple of small directories, and each one gave the same rating, i. e., 150,000. The agent was highly pleased, and was on a broad grin, but when I pulled a copy of the AMERICAN NEWSPAPER DIRECTORY on file, that I kept in a secluded corner, his countenance changed and a gloom came upon his face. He was a circulation liar and was caught in his own trap. The AMERICAN NEWSPAPER DIRECTORY rating was class B, or over 60,000. It is needless to state that he lost the contract.

I saved the cost of a dozen books on this one contract alone. Send check or money order to

GEO. P. FOWELL & CO.,

10 Spruce Street, New York City.

**\$100  
REWARD.**

If a publisher furnishes a statement to the Directory that is afterwards found to be untrue, the above reward is paid to the first person proving that the Directory was imposed upon.

**\$100  
REWARD.**

If a publisher furnishes a statement to the Directory and the Directory fails to publish the figures, etc., as furnished it by the publisher, the above reward is paid the publisher.

## Millions of Dollars

### BACK OF THESE TESTIMONIALS.

Do you imagine for one moment that the proprietors of the following well-known articles, who spend thousands and hundreds of thousands of dollars annually, would depend upon the ratings given in the AMERICAN NEWSPAPER DIRECTORY if they were not thoroughly reliable? Not much! They may consult other directories, but for the final decision they always depend upon THE AMERICAN NEWSPAPER DIRECTORY.

Sapolita,	Castoria,
California,	Pearl Soap,
Scorodion,	Quaker Oats,
Ivory Soap,	Baker's Cocoa,
Douglas' Eye Salve,	Scott's Emulsion,
Pyle's Peasoline,	Warner's Safe Cook,
Royal Baking Powder,	Ayer's Sarsaparilla,
Hoof's Sarsaparilla,	Paine's Colony Cough
California Fig Syrup,	Sound,
Cleveland Baking Powder,	Carter's Little Liver
	Pills,
	and hundreds of others.

### The Penalty For Lying.

Up to March, 1916, the following twenty-three papers have been exposed by THE AMERICAN NEWSPAPER DIRECTORY for furnishing them with an astronomical statement as to their circulation:

1888.	Chicago, Ill., Western
Washington, D. C.,	Rural.
1890.	Los Angeles, Cal., Fam-
Madison, Wis., Skan-	ily Ledger.
dinarisk Tribune.	Seattle, Wash., Free-
1891.	Times.
Prospect, O., Advance.	
1892.	
St. Louis, Mo., Messenger	1895.
des Westmen.	Omaha, Neb., Ben.
Atlanta, Ga., Daily Doc-	West City, Kan., Journal.
tor.	Williamburg, Kan.,
San Francisco, Cal.,	Seafarer.
Mining Calif.	St. Louis, Mo., St. Louis
1893.	Magnator.
Mechropes, Ind. Terr.,	New Orleans, La., Moun-
Our Brother in Need.	ing Star.
Monon, Ind., News	Topick, Kan., Western
Reporter, Wis., Minn.	Poultry Breeder.
1894.	1896.
Topick, Kan., Saturday	Creed, Colo., Canals.
Evening Leader.	Omaha, Neb., Svenska
Minneapolis, Minn.,	Journals.
Farm, Stock & Home.	Joliet, Ill., Times.

The publishers of the AMERICAN NEWSPAPER DIRECTORY show no favoritism or partiality to any publication. It matters not whether it is a small paper of a few hundred circulation, or one of thousands, and the question of patronage is not considered; for instance last year they exposed a paper that was paying them over \$1000 a year. It is a matter of justice and principle.

## PRIZE ADVERTISEMENT FOR THE AMERICAN NEWSPAPER DIRECTORY—SIXTEENTH WEEK.

In response to the announcement inviting ad-smiths to compete in the construction of an advertisement calculated to sell copies of the American Newspaper Directory, the number of advertisements received for the sixteenth week, ending April 28th, was eleven. First choice was given to the advertisement on this page. This advertisement was written by Chas. O'Malley, of Brooklyn, N. Y., and appeared in the *Supply Journal* of New York for April. In the original it occupied 8x9 inches. The first advertisement in the competition appeared in PRINTERS' INK of January 22d. The last advertisement will appear in PRINTERS' INK of July 15th. No advertisement will be considered which reaches the editor of the American Newspaper Directory later than July 4th. The result of the competition will be announced in the issue of July 22d.

# OUR TEAPOT

## IT IS SOLID SILVER—STERLING.

What is it for?

We will tell you. This is it. In every issue of PRINTERS' INK there appear a good many pretty poor ads and a few good ones.

The good ones bring profit to the advertiser and cause his face to be wreathed in smiles.

The poor ads cost just as much, but produce less result, and induce a loss of faith in the value of advertising.

This is all wrong!

We want more good advertisements.

The way to make a good advertisement is to try to make a good one—try hard.

To encourage good advertisements, we will, early in June, send this Solid Silver Teapot to the advertiser who has the best advertisement in PRINTERS' INK during the month of May.

Early in July, another PRINTERS' INK Teapot will be sent to the advertiser who has the best advertisement during June.

In July another. In August another, and so on.



THE PRINTERS' INK TEAPOT.

May, 1896.

We invite our readers to scan the advertisements, select the best and fill out the voting coupon, and send it in—addressed to PRINTERS' INK.

As a reward to the voters we will give a coupon good for a year's subscription to PRINTERS' INK to each voter who happens to vote for the advertisement that is deemed the best.

## VOTING COUPON.

In the opinion of the undersigned, the best, that is the most effective, advertisement in PRINTERS' INK, issue of May 6th, is that of

\_\_\_\_\_

appearing on page \_\_\_\_\_

Name of voter \_\_\_\_\_

Address of voter \_\_\_\_\_

April \_\_\_\_\_

Date.

Voting Coupons, properly filled, should be addressed simply

**PRINTERS' INK, 10 Spruce St., New York.**

The subscriber who is unwilling to mutilate his copy of PRINTERS' INK by cutting out the coupon may express his preference by letter or postal card. Either will answer the purpose.



The making  
of a first-class  
newspaper is  
accomplished  
by the : : :  
employment :  
of every : : :  
facility known  
to modern :  
journalism : :



# The Youngstown Vindicator...

has the finest newspaper plant in Ohio. The building was constructed with a view to making it desirable as a newspaper home, from every standpoint—it is practical from the press-room to the roof.

A modern press, latest machines and appliances to meet every requirement are found in the structure, a cut of which heads this page.

The field covered is a very good one, including as it does the vast manufacturing and iron interests of Eastern Ohio. A circulation of

**...8,400 Daily ; 6,000 Weekly...**

among the homes of this section is presented for the consideration of advertisers. Information of

38 Park Row,  
NEW YORK.

**H. D. La Coste,**

Eastern  
Manager



# — I,450

## Papers in the Western States



Ohio  
Michigan  
Indiana  
Illinois  
Wisconsin  
Nebraska  
South Dakota

**C**OVERING the populous, rich and growing territory of the Great West. The cost of advertising in these papers is almost nominal by the paper, and even the aggregate is surprisingly low.    o    o    o    o

Send for  
particulars  
to

### CHICAGO NEWSPAPER UNION,

10 Spruce Street, NEW YORK,  
and CHICAGO, ILL. . .

## DEPARTMENT OF CRITICISM.

*By Charles Austin Bates.*

Advertisers every where are invited to send matter for criticism; to propound problems and to offer suggestions for the betterment of this department. Anything pertaining to advertising will be criticised freely, frankly and fairly. Send your newspaper ads, circulars, booklets, novelties, catalogues. Tell me your advertising troubles—perhaps I can lighten them.

### ADVERTISING IN GENERAL.

One of the best ads in the May magazines and one of the best quarter pages I have ever seen is that of the Joseph Dixon Crucible Company. In

impression—as I have no doubt they have thousands of others—that Murphy's varnish is good varnish. Some time ago I bought a new desk. After a short time the top of it began to have a dull, milky appearance. A visitor



**A Slick Chain**

maketh a merry run. Save half the work of wheeling and get twice the fun by using Dixon's new No. 691 Cycle Chain Graphite. The slickest lubricant ever used on a chain. Made of the finest, smoothest graphite—and what else experience and experiment have proved to be best—

**DIXON'S No. 691 Cycle Chain Graphite**

never gums—won't hold dust.

Just the right size stick to use on narrow chains. Send 10 cents for sample stick.

JOSEPH DIXON CRUCIBLE CO.,  
Jersey City, N. J.



**This 1896**

**SEARCHLIGHT**

PRICE \$5.00

The only strictly first class bicycle lantern on the market.

Ask your dealer or send to

**BRIDGEPORT BRASS CO.**

19 Murray Street, New York, 85 67 Pearl Street, Boston, 17 No. 7th St., Philadelphia, Conn.

Send for Catalogue No. 18.

Harper's it was so placed that it received much of the benefit of the Searchlight ad beside it. I reproduce the two ads to show you exactly what I mean.

\*\*\*

Everybody who reads the magazines knows the Murphy Varnish advertising. I suppose most of the people who have thought about the matter at all have wondered whether or not they sold varnish. Probably no one knows except Mr. Franklin Murphy, and probably he will not tell. It has always seemed to me that these ads didn't talk enough about Murphy's varnish. They have been beautifully dignified, and some of them have made interesting reading. They have given me the

noticed it and said: "The man who made this desk evidently didn't use Murphy's varnish." Good! But when I bought the desk I didn't know whether it was varnished with Murphy varnish, or Valentine varnish, or with Bill Smith's varnish. As a matter of fact it isn't any of my business whose varnish the maker of the desk used, so long as it was good. I have complained about this varnish, and the maker of the desk is going to fix it up for me. I haven't even yet insisted on having Murphy's varnish used. The only thing that I do insist upon is that the top of the desk shall show the beautiful grain of the wood, and I don't care whether the maker of the desk uses varnish on it at all. All I

care for is the result, and he is responsible for the result. If he can't fix it up, all right. He will have to take the desk out and give me a new one. Perhaps he also reads the magazines, and by the time he has given me a new desk he will remember some of the Murphy arguments, and will believe that he can save trouble by investing in Murphy's varnish. The Murphy ads are apparently addressed to the consumer—that is to say, to the users of desks and carriages, and houses and other varnished things. They probably reach the makers of these at the same time, but in an expensive way. Here is one of the best Murphy ads I have seen, but it would be better if it were longer and stated distinctly that Murphy's varnish was the kind that did not crack:

### THE SCIENCE OF IT.

In polishing fine wood the microscopic fibres on the surface are broken, and they speedily decay by contact with the atmosphere. The crumbling of those infinitesimal fragments obscures the brightness of coloring and the delicacy of pattern in the deeper grain of the wood. You know how the atmosphere dulls the newly exposed surface of lead. That dullness, in lead or wood, is the decay of the surface particles.

It is the office of varnish to protect, by hermetically sealing, those exposed points; and thus to preserve, as under a perfect glass, the liveliness of their freshly-cut facets. A varnish that cracks is little better than none, for it lets in the destroying atmosphere. There are varnishes—but not many of them—which do not crack.

#### MURPHY VARNISH CO.

FRANKLIN MURPHY, President.

Head Office: Newark, N. J.  
Other Offices: Boston, Cleveland, St. Louis and Chicago.  
Factories: Newark and Chicago.

I tell you it doesn't do to leave anything to the intelligence of your readers. It is astonishing how differently different people see the same thing. Stand a half dozen people in a row and tell them something. Go around an hour afterward and inquire of each one what it was you said and you will find that you said six totally different things. Advertisements cannot be made too plain. Of course, people who cannot understand a reasonably plain statement are very stupid people, but then you must consider that there are such a lot of stupid people in the world, and that their money will buy bonds just the same as smart people's money. It pays to make your point so plain that the very stupidest cannot fail to understand it.

The following clipping from *Push* brings out a point that may well be considered by every advertiser and every writer of advertisements:

The trouble with the products of a great many advertisement writers is that you see too clearly the art by which they accomplish their results. Too many advertisement writers have not yet learned that the highest art is the concealment of art. In too many expert ads the work of the expert is too apparent. The ads seem to cry, "Just look at me once! Ain't I deucedly clever?" We are more impressed by the worth of the ad than by the worth of the goods. Which is a mistake. Mr. Powers says about printing that it is like dressing well; the one is well dressed whose dress you do not notice; good printing is printing that nobody thinks of—one looks beyond the types unconscious of them. It is the same way with the writing of an ad. The best ad is the one of whose words you are unconscious. Verbal gymnastics, smart sayings, "fine writing" conscious of its fineness, are not what make a good ad.

\* \*

The Indiana Bicycle Company have in the past done some of the worst advertising I have seen. They have been painfully extravagant in putting poor advertisements into expensive space. It is therefore extremely pleasant for me to be able to thoroughly commend

No one concern makes  
the best Bicycles in the  
world

No one make of bicycle has a monopoly of quality or superior devices. Some excel in one particular, others in another. There are many grades of bicycles, and grade is not to be determined by price.

The  
*Waverley*  
Bicycle

is the peer of any bicycle on the market at any price. This product of a modern factory, unequalled in its appointments, employing the highest mechanical skill and the best materials obtainable, is sold at

**\$85 A FAIR PRICE \$85**

and strictly at one price to all

INDIANA BICYCLE COMPANY

INDIANAPOLIS, IND.

EASTERN WHOLESALE BRANCH, 319 B'WAY, NEW YORK.

Colleges for the road

the page ad which they are now running in the magazines. The typographical effect is exceedingly weak because of the effort to display nearly every line. The text of the ad, however, is good enough to make up for the bad display.

## RETAIL ADVERTISING.

A thing that must be extremely fatiguing to anybody who knows the facts is the intermittent criticism of bargain advertising by men who know absolutely nothing about it. The man who never had an hour's experience in a retail business, and who goes into a dry goods store not more than once a year, is the one who tells you that all the bargain advertising is humbug, and that a man is necessarily a rascal because he uses odd figures in making his prices. There are a great many men who believe that if they do not understand a thing it must certainly be wrong. A man told me once that John Wanamaker was a frightful liar because he advertised some \$5 shoes of a certain make for \$3 or \$2.50, or something of that sort. I asked him what made him think so. He said that Wanamaker couldn't buy the shoes at that price. He didn't seem to understand that no matter what Wanamaker paid for the shoes, they were his—that he owned them absolutely, and that he might take them out into the back yard and burn them, if he chose to do so.

How many retail dealers know the average yearly purchases of their customers? How many of them know the average yearly profits on each customer? Perhaps these things are not to be found out, but I believe they can be approximately estimated. From this estimate it can readily be determined how much it is worth to secure a new customer. It isn't possible to go around about the town offering people \$2.50 to come into the store and get acquainted. A man would probably make people believe he were insane if he went around in this way, with a basketful of cash. At the same time, I believe it might be a profitable thing to do in some cases. If a dry goods merchant can get a well-to-do woman into his store at a cost of \$2.50, he has at least a reasonable chance of selling her some goods and of retaining her trade permanently. Bargains are designed for the sole purpose of paying women to come to the store. I happen to know of one certain sale of twelve dollars' worth of bargain velvet by a New York dry goods house that led directly to a permanent account at that store—an account that probably runs to \$1,200 a year. That is the direct result of one bargain advertisement. If the bargain had not

been a genuine one the result would not have been so good. The more customers a store has, the more customers it will gain. If a woman gets a new dress, her neighbor sees it—likes it, and asks, "Where did you get it?" "Hilton, Hughes & Co.'s. I buy all my goods there." Or, "Bloomingdale Bros.," or wherever else it happened to be. There's advertising for you! And of the very best kind. The visitor goes away and tells the neighbor on the other side that Mrs. Fitz Robinson has a "perfectly lovely" dress that she got at Hilton, Hughes & Co.'s. Bargain news spread in a like manner. Women compare bargains. They compare prices. The man who offers continuous bargains pretty soon gets the reputation of selling very cheap. Everybody wants to buy "the best goods for the least money." It may be a trick to offer bargains for the sake of getting women into a store, but it is an honest trick if the bargains are honest, and no one is hurt by it except the merchant who is slow enough not to see the advantages of the method. For my part, I don't believe there is a living, breathing human being who doesn't like to get a bargain. The man who sneers at "bargain hunting women" would snap quickly at the chance of buying something useful to himself a little bit under the market. He would consider himself pretty slow if he missed an opportunity of this kind. The man who buys a good piece of commercial paper at a stiff discount is getting a bargain. Mr. J. Pierpont Morgan bought some few trifling millions of dollars' worth of government bonds awhile ago at one hundred and ten and a fraction. He got a bargain. The principle is just the same in bonds or beef. The United States government demonstrated the fact that bonds at \$1.10 were a bargain. Next time people will pay more for them.

\*.\*

The Donaldson Lithograph Co., of Cincinnati, Ohio, has sent me a little booklet advertising stock posters for different lines of goods. The idea seems to me a good one, and is best described in the introduction to the Donaldson booklet. I reproduce it as showing what the manufacturer of posters has to say in favor of poster advertising. His views may be biased and they may not. The general use of posters by retail dealers is new and

its profitability can be determined only by trial. In the past it has been only an occasional retailer who used posters.

### TO ADVERTISERS.

We want a few words with advertisers. We use the word advertisers advisedly, because we do not believe in wasting words on the man or merchant who thinks "advertising doesn't pay." They are failures—no good to themselves or to anybody else.

But advertisers are live, enterprising, progressive men. They are interested in all kinds of advertising and though always busy, they like to discuss and compare the relative value of various mediums.

We make high-class posters, not freaks nor nightmares, but posters that are apt and striking.

It is natural, therefore, that we should believe in their efficacy, and as we have been making them for over a third of a century, it is also natural that we should believe ourselves competent, to some extent, to tell others about them.

We believe that they afford the best and quickest means of reaching the public that exist to-day.

When a town is well posted, your advertisement greets the eye on every hand. The servant sees it from the opposite side of the street when first she throws the shutters open in the morning. Madam sees it on her way to some social function or shopping expedition—sees it not only once but dozens of times, for it greets her at every corner every crossing, on her way down town.

Master finds it omnipresent; from the time he leaves home for his office in the morning until he returns at night, it is with him. On his way to bank and again when he returns. When he goes to lunch or to collect a bill or solicit an order, it smiles at him, laughs at him, taunts from every bill-board, fence or dead wall that he passes.

If the poster is a good pictorial poster it tells its story at a glance, and this ceaseless, tireless, persistent repetition accomplishes more in a single day than an advertisement in a newspaper could effect in a month.

"Why then are they not more used?" you ask. "Surely, they are not new."

No, posters are not new by any means, but good pictorial posters for commercial usage are new. It has only been recently that designs have been evolved that would sell goods for retailers. At first they applied to only a few lines, like clothing and cloaks, but now they are made to apply to every branch of industry.

The advantages which accrue to the advertiser from the use of posters are almost too numerous to mention. Their chief value lies in their power, promptness and economy.

Their power is due to the fact that they reach all of the people, and by persistent attack and reiteration impress their story indelibly on the mind.

They are prompt because responses are always immediate. Bill a town thoroughly in the morning and returns will be experienced in the afternoon. Showmen and theatrical managers, who have to create a new demand for their wares almost daily, have long since learned to rely almost entirely on posters, because the public responds almost immediately.

They are economical because you pay only exactly for what you get. The retailer who

advertises in a newspaper pays for circulation in a territory so remote that never, by any possibility, can he expect returns from it. In using posters you may bill only those adjacent localities which you know to be tributary to your establishment.

There are many other advantages that accrue to the retailer who uses posters, but the space at our command is too limited to dwell upon them. We can only say, in conclusion, that once tried, they are never after abandoned.

\*\*\*

Every once in a while somebody makes an outcry against giving the money back for unsatisfactory purchases. I have never seen any reason why this should not be done. It is exceedingly short-sighted business policy for a merchant to force a customer to keep an unsatisfactory article when it might be returned in good order and placed in stock. About the only effect of such a procedure is to lose the goodwill and the custom of the purchaser.

A. C. YATES & Co., of Philadelphia, have sent me a guarantee slip which is pasted in the top of every box that goes out of their clothing store. It seems to cover the ground, and the last sentence in it explains the whole idea of "money back."

### YOUR MONEY BACK

If your purchase proves unsatisfactory return it and get your money; you shall have it without a word of argument.

Dress suits and white goods excepted, of course—and money back on these also if the fault is ours.

If what you buy here does not wear well we are ready to pay you for your loss at any time.

We want you to feel that we are as anxious as you that you shall be perfectly pleased. We are not sentimental about it; we know it will pay us to treat you well.

A. C. YATES & CO.,  
13th and Chestnut Sts., Philadelphia.

Yates & Co. have been doing some rather striking street car advertising recently. One of the latest cards has three white panels on a bronze-blue background. The matter in the panels is as follows:

#### YATES-MADE

Men's suits. Style in every stitch. At \$15 a modest, indistinct gray plaid—looks and is as good as ordinary \$30 suits.

#### YATES-MADE

Boy's suits make you proud of your boy and keep him well dressed at the least cost by the year.

#### YATES-MADE

Is guaranteed with cash. Best fit—best style—best goods—best wear—or your money back.

READY-MADE ADS.

[I do not write these ready-made ads. They are taken wherever they are found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be.—C. A. B.]

*For any Business—(By A. W. Paine).*

**EVER MOVE?**

Found lots of things you'd forgotten all about—didn't know you owned—didn't you? Inventory is like moving—in this respect. It's a time when everything is overhauled; remnants, odds and ends, "slow sellers," etc., are sorted out and put on sale at such prices as will move them out quick. It's a time that economical women have learned to look for and take advantage of—HERE—where the best of everything in Dry Goods is sold on a "Money back if you want it" guarantee.

J. W. MILLIKEN.

*For Furniture.*

**A Book  
Worth Buying  
Is Worth Keeping.**

Going to leave your books scattered all around to be torn and mused up when \$2.25 will buy a neat four shelf Oak Book Case?

*For Hats.*

**The Newspapers Lose,  
You Win.**

We'd have to pay the newspapers hundreds of dollars to advertise our new hat department, if it wasn't for our \$3-hat-for-\$2. Every man that gets one sends in two or three friends and that's the best kind of advertising we know of. See how it works. Doesn't cost us a penny more in the end—and you appreciate that dollar saved.

*For Flour—(By A. W. Paine).*

**The  
Staff of Life**

should be made of the best flour—flour that embodies the greatest quantity of nutriment and strength-giving properties. If PURE GOLD FLOUR doesn't suit every requirement you may have your money back.

*For a Jeweler.*

**Close Your Eyes**

to quality and the world is full of cheap things. But with your eyes wide open the real good things are few and far between. When we buy our goods we look sharp for quality and workmanship. If they are right we see about the price; if not, so cents on the dollar won't tempt us to buy, for we have a reputation at stake. If you buy jewelry here it's right, no matter how little you pay for it—it's right.

*For Shoes—(By A. W. Paine).*

**Just Notice  
People's Feet**

and see if you can find any that look nicer or more comfortable than those incased in a pair of our \$1.75 Oxfords. Just notice other people's \$2.50 Oxfords and see if they are not the same as our \$1.75 grade.

*For any Business—(By A. W. Paine).*

**DOLLAR  
SAVING PEOPLE.**

Wish there were more of them. "Why?" They're our best customers, the more particular, the more "saving" people are, the surer we are of getting their orders for —, etc.

*For Dry Goods—(By A. W. Paine).*

"Money back if you want it."

**DRESS STUFFS.**

The women who haven't bought for their spring needs are to be congratulated—for our showing was never better, desirable stuffs were never cheaper. Blacks will be the favorites, as usual—but some people might think that this season's blacks are much the same as those of last year. That's a mistake—in the Figured Mohairs, especially. The effects are decidedly different, much prettier—more stylish, of course.

**ALL WOOL CREPONS, 59c.**

the yard. Evening shades. Short time ago you were paying us \$1.00 a yard for these.

**SURAH SILKS.**

All colors, nearly, 49 and 59 cents for the sorts we've been selling at 75c. and \$1.00 the yard—and this reduction just before Easter! But we believe in offering inducements just at the time when people can appreciate them—and Easter is most everybody's dressing-up time.

**REMNANTS.**

Can't sell such stacks of dress stuffs without making lots of remnants—and many of them are worth as much to you as if buying from full pieces—but you don't have to pay what they're worth—25 to 40 per cent reductions are made.

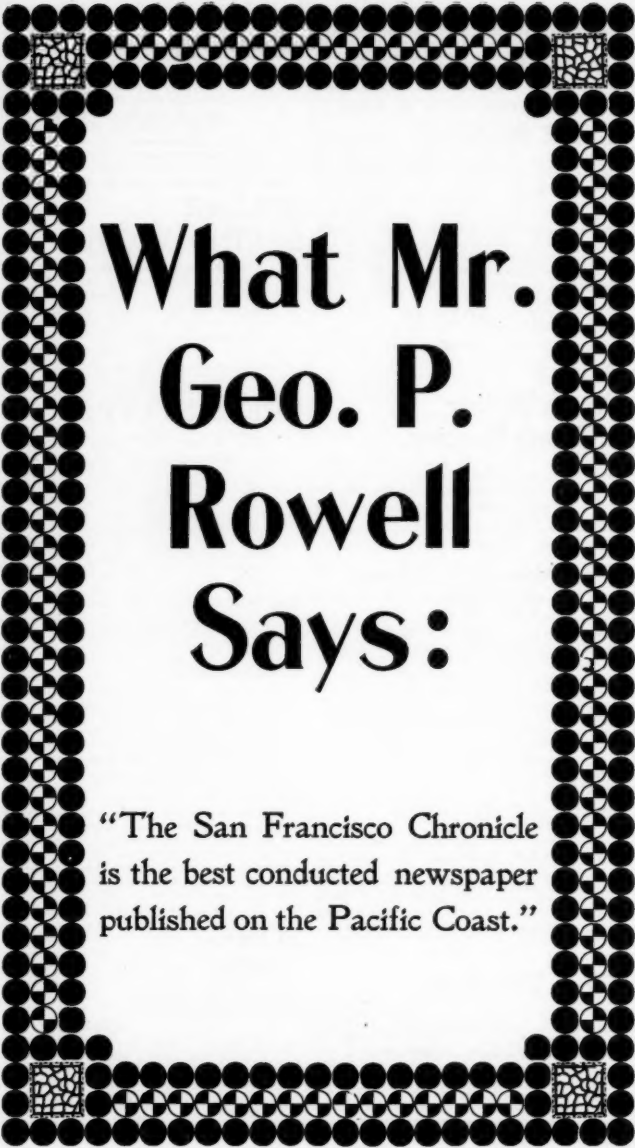
*For a Grocer—(By A. W. Paine).*

**SOME-  
THING  
FRAGRANT**

—Ceylon Tea. There's a "best" in everything. This is the best of teas. Costs a little more than others—it's worth more—worth all it costs—80 cents a pound. Money can't buy better tea.

WILHELM BARTAK & CO.





# What Mr. Geo. P. Rowell Says:

"The San Francisco Chronicle  
is the best conducted newspaper  
published on the Pacific Coast."

# WHAT THE MAYORS SAY

ABOUT

## The Kentucky Post.

As a result of the recent investigations of newspaper circulation, made by Mayor Rhinock in Covington and Mayor Biltz in Newport, as provided for in the charters of second-class cities, The Kentucky Post has been awarded the official advertising of both cities. The following communications explain themselves:

NEWPORT, KY., April 6, 1896.

*To General Council—GENTLEMEN:* By the authority vested in me under Section 12, Article 5, of the Charter of Cities of the Second Class, I have this day heard sworn statements of various newspapers and, having found The Kentucky Post to have the largest bona fide circulation in the City of Newport, I declare The Kentucky Post to be the official newspaper of the City of Newport for the term of one year from date hereof.

EDWARD A. BILTZ, MAYOR.

COVINGTON, April 6, 1896.

*To General Council—GENTLEMEN:* In compliance with Section 12, Article 5, of the Charter of Cities of the Second Class, I have this day determined and found The Kentucky Post newspaper to have the largest bona fide circulation in the City of Covington, and I hereby find and declare said paper to be the official newspaper of the City of Covington for the term of one year from date hereof.

JOSEPH L. RHINOCK, MAYOR.



The Kentucky Post has an average circulation of . . . **14,500** Copies Daily.

It is the official organ for the cities of Covington, Newport, Dayton, Ludlow and Bellevue, Ky.

THE POST has the Largest Circulation of any Daily Paper in Kentucky outside of Louisville.

For rates, sample copies, etc., write **E. T. PERRY, Direct Representative.**

THE SCRIPPS-McRAE LEAGUE.

94 Hartford Bldg.,  
Chicago, Ill.

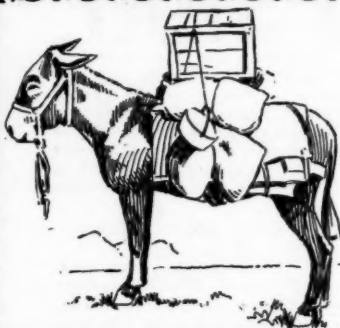
53 Tribune Bldg.,  
New York.

# The Kansas City World

TO SEE IT IS INVITING  
TO USE IT IS CONVINCING

KNOWN  
CIRCULATION

Daily, 26,000      Sunday, 31,000



It  
Carries  
Weight

## *The World* *Kansas City*

L. V. ASHBAUGH, Manager.

A. Frank Richardson,

NEW YORK.

LONDON.

CHICAGO.

# My Bad Debts

## \$14

### In Twenty-Eight Months.

Since I started in the ink business, over two years ago, I have had only five losses through deadbeat printers. The losses amount in all to exactly \$14. These deadbeats sent me checks with their orders, and the checks were returned by bank marked "No good."

They were from the following establishments:

<b>Vineland, N. J., Republican,</b>	-	-	-	-	<b>\$1.50</b>
<b>Rutland, Vt., News,</b>	-	-	-	-	<b>2.00</b>
<b>Tyler, Texas, Telegram,</b>	-	-	-	-	<b>5.00</b>
<b>Paper City Printing Co., Holyoke, Mass.,</b>	-	-	-	-	<b>4.50</b>
<b>Trade Printing Co., 56 Vesey St., New York,</b>	-	-	-	-	<b>1.00</b>

Now this really is not a bad showing—only five deadbeats out of more than fifteen thousand (15,000) orders.

I am told that my competitors consider themselves lucky when they lose no more than from five to fifteen per cent of their total sales each year by failures and bad debts. Of course, somebody must stand this loss by bad debts. It is not the intention that it shall rest on the ink manufacturer. The old-fashioned system of charging three or four prices provided very nicely for even 15 per cent of losses. The printers who pay their bills and buy of the old concerns stand all the losses and pay the salesmen's expenses besides, by simply paying from two to five times my prices, and merely to secure credit—a few weeks' credit.

It isn't a question of honesty or commercial rating with me.

I trust no one.  
I have no agents.  
I keep no books.

If the cash does not come to me with the order, I always hold on to the ink. Of course, when a swindler, a forger or a thief wants to beat me out of two or three dollars' worth of ink, he can do it; but so long as 2,999 out of every 3,000 customers are sound and honest, I must be content to put up with the petty loss of one-thirtieth of a cent on a dollar.

I can still sell the best news ink in the world at 6 cents in 25 lb. kegs, and 4 cents in 500 lb. bbls. I sell the finest Carmines, the richest Bronze Reds and the most beautiful Purples, in ¼ lb. cans for fifty cents a can, and any other job ink under the sun I am glad to match at twenty-five cents a ¼ lb. can.

Send for my Catalogue. Address

**PRINTERS INK JONSON,**  
**8 Spruce St.,** **New York.**

NOTE.—"PRINTERS INK" (THIS PAPER) FOR APRIL 29TH WAS PRINTED WITH THE NEWS INK I SELL AT 4 CENTS A POUND. DID YOU HAPPEN TO NOTICE THAT PARTICULAR ISSUE?

The Best of the New States is  
WASHINGTON,



Because Nature has done most for it.  
The Best City in Washington is  
TACOMA,



Because it has the largest  
Local and Ocean Trade,  
The Most Factories,  
Best Railroad Terminals,  
A Line of Trans-Pacific Steamers,  
Biggest Wheat Warehouses.  
Largest Coal Bunkers, and  
Most Progressive People.



The Best Newspaper in Tacoma is

 THE LEDGER 

It has the Best Equipped Office  
in the State.

Prints the Most News, and has the Largest  
Circulation.

Everybody Reads it.

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The S. C. Beckwith Special Agency,

Sole Agents Foreign Advertising,

The Rookery, Chicago.

Tribune Bldg., New York.

*During the month of February, just closed,  
the gains made by*



**...THE...**

# Mail and Express

for the past two years were augmented by still another illustration that advertising in the Leading Evening Paper always brings results. In February, 1896, THE MAIL AND EXPRESS printed (190,680) one hundred and ninety thousand six hundred and eighty agate lines of advertising, a gain of (57,722) fifty-seven thousand seven hundred and twenty-two agate lines, more than 43 per cent gain, as compared with the corresponding month of last year. The paper printing the next greatest amount of advertising had (5,530) five thousand five hundred and thirty agate lines less than THE MAIL AND EXPRESS. ♦ ♦ ♦ ♦ ♦ ♦ ♦ ♦ ♦ ♦ ♦ ♦ ♦ ♦ ♦ ♦

The Evening Newspaper that carries the

**...Largest Volume of...**

**...Advertising...**

placed by the New York Merchants, who are by all odds the cleverest and most discriminating business men in the world, is

## THE MAIL AND EXPRESS

The reason for this is, that advertising in THE MAIL AND EXPRESS brings results.



Beginning  
March  
1st,  
1896,

# Ladies \_\_\_\_\_ Home Companion

..... WILL BE A.....

**MONTHLY MAGAZINE,**

Greatly Enlarged and Improved.

**Circulation.....**

**...220,000 Copies**

.....EACH ISSUE.

**MAST, CROWELL & KIRKPATRICK, Publishers,**  
**SPRINGFIELD, OHIO.**

**EASTERN OFFICE:**  
**Times Bldg, New York City.**  
(Joseph W. Kennedy.)

**WESTERN OFFICE:**  
**Monadnock Bldg, Chicago, Ill.**  
(C. Heber Turner.)

# If You Have —A Good Thing

Why not let the public know it?  
A well written, appropriately illustrated card in the . . . . .

---

## Street Cars

---

Will "put them on"—why not try it—you'll have plenty of successful advertisers for company—let us send you our list and rates.



GEO. KISSAM & CO.,

POSTAL TELEGRAPH BUILDING,

NEW YORK.



# Cincinnati's... Street Cars

All Electric  
and Cable.

Are among the finest in America.  
Particularly the new box cars.

The advertising in them is one  
of the city's features. : : : :

## YOUR CARD SHOULD BE THERE

if you want to reach every resident  
of the city daily when they have  
ample time to read and remember  
your announcement. . . . .

# GEO. KISSAM & CO.

CONTROL  
ALL  
LINES

Office: Perin Bldg., 5th and Race Sts.

Postal Telegraph Bldg., New York.

Only One Rate. 



## TRYING TO DODGE THE REPORTS ❁ ❁

just like the man who doesn't believe  
in advertising—very few are with him.  
All live men who are up to date know  
that advertising greases the wheels of  
business. ❁ ❁ ❁ ❁ ❁ ❁ ❁

Among the best  
mediums are the

## STREET CARS

Let us post you on the subject. ❁ ❁

### GEO. KISSAM & CO.,

253 Broadway,

❁ ❁ NEW YORK.

## De La Cour's Select Excursion To Europe.

The experience acquired by Mr. Ed. de La Cour during several years in various excursions that he has personally conducted from America through Europe, to the satisfaction of all those who have trusted themselves to his care, enables that tireless traveler to offer his services to select parties wishing to cross the ocean this Spring, in search of instruction and pleasure, and say to them, without hesitation, Do you wish to satisfy your taste for the greatest possible comfort, with the certainty of admiring, in a few weeks, the most interesting cities of the old continent, and of resting there afterward in sight of the grandest beauties of nature? If so, I am the guide that you need. From the time of your departure to the day of your return to New York you can be sure of the greatest comfort in the best hotels in Europe, under the arrangement and guidance of Mr. de La Cour; you can, therefore, be certain of not having to fear any of the disappointments which occur sometimes in excursions conducted by inexperienced guides, who may imperfectly carry out the instructions given to them. Mr. de La Cour can also recommend this excursion to families desiring their young members to be particularly cared for. The satisfactory testimonials of professors who, with their pupils, have been guided through Europe by him, may serve for parents as a guarantee for the well-being of their children, who will be treated with all the care of relatives or friends.

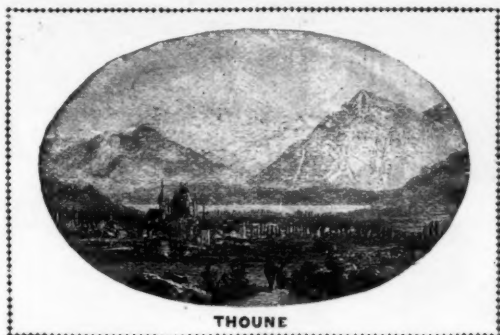
Leaving New York June 27th  
Returning September 6th  
For \$575.00      Everything First Class

ADDRESS

**ED. DE LA COUR,**

Postal Telegraph Building,

NEW YORK.



...THE ILLUSTRATION..

gives you an idea  
of beautiful ❁ ❁

❁ ❁ THOUNE ❁ ❁

with its lakes and the world-re-  
nowned Alps in the background.❁  
This is only one of the attractive  
objective points embraced in the

## SELECT EXCURSION

through Europe, leaving New York  
June 27th via French Line—there  
are many others. Send for pro-  
gramme and itinerary to

ED. DE LA COUR,

Postal Telegraph Building,  
NEW YORK.



## MONEY IN NEWSPAPER ADVERTISING

Plenty of money in it. But you must go after it in the right way. It's easy enough to lose money in newspaper advertising. Thousands of advertisers have done it. Losses come from going into the wrong papers in the wrong territory, in the wrong way, and in paying too much money for the space.

We know the real rate and the real value of every publication in America. Publishers everywhere know that the day we receive from them a correct bill, that bill is paid.

Is it strange that we get lower rates than those who pay in promises?

Write to us about your advertising.

**The Geo. P. Rowell Advertising Co..**

10 Spruce Street, New York.